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OPERATORS
NEWS MAGAZINE
March 1984

CANADIAN Coin Box MAGAZINE

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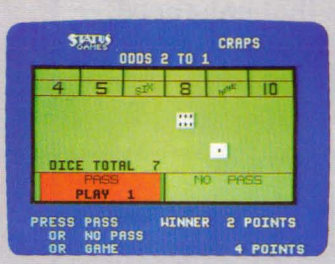

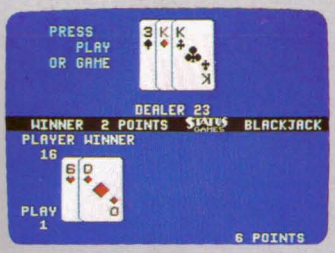

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Soon The Players Picture Will Appear Inside The New Laser Games?

. . .A Movie That Stars The Player

Laser Games could come along that superimpose images of the player (taken by a video camera) and feed them through a computer onto frames of an interactive videodisc so that the player would actually appear "inside" the game.

That's a prediction by International Resource Development, Inc., (IRD), a consulting firm, which has just published the latest in a series of reports titled Videocassette And Videodisc Hardware And Software Markets.

'With the Hollywood-quality visual effects that enhanced laserdisc games can offer, this would be like making a movie that stars the player," observes Joan de Regt of the IRD research staff. "If the kids like the laserdisc games that are out now, wait till they see the ones that are coming."

The report examines the present relationship between VCR and video-disc systems, and how technological advancements will alter their relative positions in the marketplace in the future. Details are available from IRD at 30 High Street, Norwalk, Conn. 06851.

Canadian COIN BOX Magazine

PUBLISHED MONTHLY SINCE 1946

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR . . . IN OUR 38TH YEAR . . .

P.O. Box 187
833 - 2nd Ave. E.
Owen Sound, Ontario
Canada, N4K 5P4
Phone # 519-376-9680

Publishers of:
Canadian Vending Magazine
Canadian Coin Box Magazine

Canadian Coin Box
is published monthly
Subscription Rates:

Canada and United States
$30.00 yearly
other Countries $44.00 yearly

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Sent by second class mail. Printed in Ontario. Return postage guaranteed.

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The Metropolitan Amusements Association Of Canada Appoints New Executive

New Executive: Treasurer Joe Lau, President Garry McIntosh, Vice President Larry Smith, Secretary Ihor Kit.

The Metropolitan Amusement Association of Canada has a penchant for the number 13. Its autumn/winter meeting was held on December 13th and its spring meeting was held on March 13th at 7:30 P.M. in the Constellation Hotel at Toronto (Malton). June 13 looks like being the date of the next Association event.

This recently held meeting was a very important one because from it, has come the Assocation's new officers. It didn't start that way, with that full intent, but that's whats happened. The nominating committee put forth its list of candidates for office and the thirteen Association members present were asked to submit further people for office. Although in private, numbers of other names had been bandied about, at the meeting none were put forward... Thus, there was no reason to hold elections which according to top table member **Bill Rosenfield** were to be held at the next meeting in June. The new executive were therefore approved on the spot by a unaminous show of hands.

The new officers of the Association are as follows:

- President — Gary McIntosh
- Vice-President — Larry Smith
- Secretary — Ihor Kit
- Treasurer — Joe Lau

Retiring Officers are:

- President — Vince Leavey
- Vice-President — Joe Battaglia
- Secretary-Treasurer — Larry Smith

The new executive officers took over immediately election results were known — at the end of the session.

40% Depreciation To Be Allowed On Coin Operated Video Games And Pinball Machines

Prior to the selection of the new officers of the M.A.A.C. the meeting under its old officers dealt with a number of outstanding topics affecting the Music, Games and Amusements industry. One development of great apparent benefit to the industry starting at the operating sector was the increased depreciation, which came out of recent federal government budget proposals put forth by Marc La Londe, Minister of Finance.

The main speakers on the new depreciation allowance were operator member **Ken Burgess (Tophat Amusements — Penetang, Ont.)** (who together with **Jack Lerner** an operator from Montreal have long lobbied to Ottawa for a more favourable depreciation rate on equipment), and **Bill Rosenfield, Sales Manager of New-Way Sales Ltd., Toronto.**

Mr. Rosenfield made reference to his own firm's involvement in the higher depreciation rate obtained saying that New-Way and others have been most active for a long time in trying to convince the federal government to give purchasers and users of Video games an increased rate of depreciation from the 20% which has prevailed for years.

Mr. Burgess noted that the new rate of 40% each year on the declining undepreciated value of the equipment was not retroactive, but would only be applicable to new purchases after February 15th of this year (last month).

Mr. Rosenfield said that no one really knew exactly what the 40% meant because it was subject to interpretation and what the official interpretation for tax purpose wasn't known. Not even firms such as Price Waterhouse (Accountants) would commit themselves on that, nor would another expert, a Mr. Dunwoody.

Mr. Dunwoody noted that if it is indeed 40% depreciation allowance, then after 2 years a video game or pinball would only be 64% depreciated.

For example, on $1,000.

1st year — 40% depreciation —	$400.00
2nd year — 40% of remaining $600.00 —	$240.00
(or 64% over 2 years).	$640.00

50% depreciation had been asked for, so on the face of it, 40% was an improvement. Questions were asked whether this would also apply to the purchase of used machines, conversion kits, accessories, etc. and pooled machines, and it was admitted that there was a lack of knowledge about these matters. In any event the budget has yet to be passed into law and it is unlikely that the new rates will be able to apply to this tax year... Therefore,

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Our versatile new Mini Dealer machine plays 5 proven profit-makers!

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Our new Mini Dealer © machine features outstanding graphics (with cards actually dealt from a deck), on a full-size 13″ color monitor, an easy to maintain plywood/formica cabinet, a unique 4-player capability (perfect for bowling tournaments) and a low price tag. Plus many other outstanding features.

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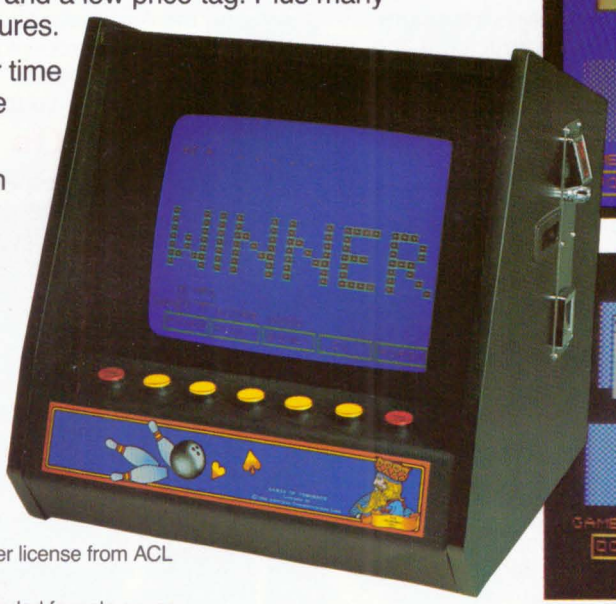
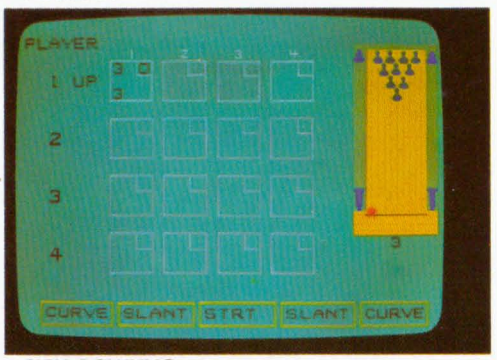
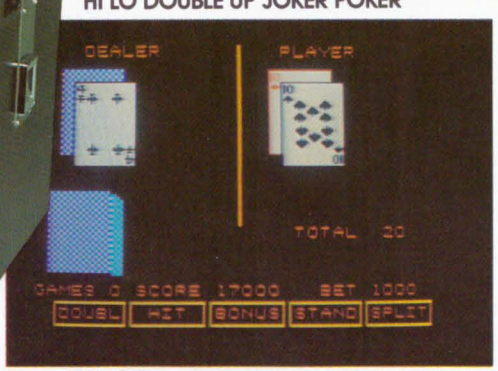


KING PIN



SKILL BOWLING

HI LO DOUBLE UP JOKER POKER



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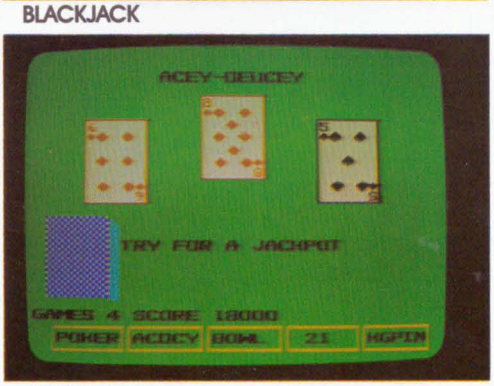

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Retiring Executive: Mr. Bill Rosenfield, Mr. Vince Leavey, Mr. Larry Smith, and Mr. Harry Gordon

people were cautioned to be aware that currently the old rates and regulations prevail. A great deal more information and clarification in respect of this matter would need to be forthcomiing before things were truly known.

Association Needs More Members To Help Fight On-Going Litigation

Minutes of the last meeting of December 13th were read by Secretary Larry Smith (London) and approved by the members. The M.A.A.C. was in good financial shape and the net amount of money on hand with everything paid up-to-date including the cost of the hall in which the meeting was being held would be $5,202.91. No reports from committee heads responsible for Public Relations, Education and Ways & Means were presented; those people not being present.

Membership Committee Head, **Ken Burgess** reported that unfortunately his committee had no luck in recruiting new people for the M.A.A.C. He felt that this was perhaps due to some people being fed up with the industry and getting out of it, and he suggested that in order to get new members the Association was going to have to do something fairly dramatic... perhaps throw a meeting or two open to non-members who were in the industry, even a special invitation to them as had been done a couple of years ago which brought a turnout of some 120 people. A question from the floor asked how many members the Association had? Mr. Rosenfield answered, about 60, but that only 30 were paid up to the present time.

The question of further committee members was further discussed and it was suggested that all committees should be involved. **President, Vince Leavey** noted that it appeared to be necessary to light a fire in educating industry people. **Bill Rosenfield** said that only adversity brought industry people together but there was always a need for the association to fight old and new battles because litigation was always taking place which affected the industry.

Restrictive Toronto By-Laws

Legal Committee head, Harry Gordon (Centennial Coin — Toronto) reported on progress in respect of trying to curtail restrictive Toronto Bylaws which limited the numbers of Video Games permitted to be put into certain types of locations. He related that he and **Mr. Rosenfield** had put in letters to the city council and attended meetings though nothing conclusive had as yet been decided. It seems that the matter of a possible domed stadium for Toronto is at the moment preoccupying the city's council with the result that other matters were more or less regated to the "back burner". Further communication will take place but it is noted that a certain type of all night business, claimed to be a source of trouble-making to the police, would be excluded from Games — on that, city authorities were adamant. Mr. Gordon said that discussions were amicable and industry problems brought to the attention of city officials. In finality it all came down to what amounted to a trade off, and the Association's representatives thought that they would do well to accept certain restrictions on some low volume street locations provided better ones were not restricted to only a couple of machines.

Restrictions On Proximity To Schools

A discussion in respect of restrictions on locations in proximity to schools brought forth some lively divergencies of opinion. Mr. Rosenfield saying that there was nothing magic about an arbitrary distance from a school inside which games could not be operated. Things didn't change from 150 to 300 to 500 yards away; it was ridiculous to say that at a distance of 299 yards games couldn't be located when they could be at 301 yards. He personally thought they should be be able to be located right next to a school — it was necessary for parents to control their children and not others, if the former didn't want them to play Games. Mr. Burgess disagreed saying, that is was a very volatile matter over which people felt very strongly, and he did not think it was a good thing to upset so many in a community for what was to be gained. If an operator did, he could expect to land himself into other battles with authorities. Mr. Burgess said he personally would not operate against the wishes of numbers of parents and school authorities, and felt it was a bad thing for others to do so.

Wayne Fromm, a young and very successful arcade and games operator in the areas of North Toronto, has had numerous hassles with civic and religious authorities... He replied to the topic of making deals, giving away one thing to get another by saying "I work for me and I fight for me, and to give away anything to authorities is an admission

Continued on page 65

AOE 84

Attracted Over 3300 people... Mostly Operators

Canadian and American Operators are these days a pretty cynical lot of people within the Music, Games and Amusements industry in their respective countries. In many cases they are at odds with the supplying side of their industry. In this industry which has always gone in cycles as one game faded in popularity there has always in the past been something ready to replace it in player popularity. This time it has not happened as expected or hoped after the decline of interest in Video Games in June 1982 in the U.S. followed by the same thing in Canada some 8 to 9 months later.

The laser disc game was promised as the saviour of the industry but its early lack of availability and extremely high costs has not fulfilled to date manufacturers promises nor operators expectations in service. Consequently there are a great many very disappointed operators who feel that they have been let down.

The Operators went to last Autumn's **AMOA New Orleans Show** expecting a messiah, it didn't materialize . . . they went in lesser numbers to the A.S.I. . . . the manufacturers and distributors **own** first show, in Chicago in February, and they were disappointed at "what" they weren't shown.

To the Operators the A.O.E. (The Amusement Operators Expo) held in Chicago (O'Hare) March 8-12 was a last hope. But, the makers and distributors organizations didn't want this event to happen and so, most of the major manufacturers boycotted it — withdrew their entries leaving only a smattering of major manufacturing firms.

As it turned out **NO-ONE won the battle** for the attention and loyalty of the American coin machine industry. The empty aisles of the Amusement Operators' Exhibition in

Chicago echoed a similar problem two weeks previously.

All of this really began several years ago, when **Play Meter Magazine** used a professional exhibition organising company to promote a coin machine exhibition in New Orleans in springtime, judging accurately that the traditional Autumnal Amusement and Music Operators' Association exhibition in Chicago was not enough to satisfy an expanding market.

Some aggressive marketing and bright seminar programmes brought meteoric success to the project. A.O.E. moving from comparative small-time to rivalling A.M.O.A. in 1983, when 8,000 operators and distributors packed into Chicago O'Hare Hyatt hotel expo centre.

Amusement Showcase International — Chicago in late February — was hailed as a success by A.G.M.A., with 75 exhibitors and 4,000-plus visitors. Notably, the show contained many of the major manufacturers, the manufacturers names with the big games.

Amusement Operators' Exhibition, last week, had rather more exhibitors, topping the 100-mark and around the same admissions. But the major manufacturers were not there, except for **Williams, Exidy, Cinematronics,** and **Rock-Ola.** There were other gaps in the ranks of the smaller exhibitors indicating late withdrawals.

Many of the products of most of the absentee manufacturers were displayed at one distributor's booth on the Convention Floor, and across the road at the Hyatt Hotel . . . the games room also had a large number of the newer games on display.

In the games room the Operators could find **Atari, Bally/Midway, Taito, Nintendo, Funai and Mylstar products in** abundance in what is actually one of Bally's Aladdin's Castle subsidiary arcades. Although Bally is one of the leaders of the anti-A.O.E. stay-aways, the Aladdin's Castle subsidiary lost no opportunity to attract A.O.E. business. A "welcome to A.O.E. conventioneers" sign was apparent and even an invitation to pick up free tokens on production of an A.O.E. badge was on display.

Exidy Launched Max-a-Flex Game System

EXIDY launched its **MAX-A-FLEX Game System** at the show with a massive 42 game display. In essence it meant that for less than $2,000 an operator bought a cabinet with a game in it plus three more games ready to install in the same cabinet.

Max-a-Flex as it has inevitably been abbreviated to, uses the old principle of reprogrammable games, but with the new twist that it provides all of the fresh games up-front. Basically the company has built into the cabinet a video cassette recorder and is supplying three fresh cassettes plus the necessary silk screening to carry out a 99-second change-over.

In other words they simplified it to a new degree. Vice-President of Operating **Paul Jacobs** said: "We've got it all down to a fast and simple process, but above all, we've got the costs down as well. Effectively the operator is getting four new video games at less than $500 each and that is what he wants in these hard times."

There is a great deal in the logic, but the failing of reprogrammable games in the past has been in the often inability of the manufacturer to follow-up a good game with another good game.

Exidy have even thought of that. They tied up a deal with **First Star Software,** a company building games for the home computer market and have effectively about-faced the normal accepted practice of games progress in the U.S. market. Under other circumstances, a game is launched on the arcade market and if it is successful then it is made for the home computer market. In the **Exidy-F.S.S.** example, **F.S.S.** develops games for the home computer market very successfully and **Exidy** is taking the games for the arcade market.

On the first examples shown at **A.O.E.** the company displayed **Boulder Dash,** an underground digging adventure in a quest for jewels, but within a few seconds that can be changed to **Astro Chase,** a space game with 3D graphics, or **Bristles** a novelty paint-the-house game, or **Flip Flop,** a game in which escaping zoo animals are chased around a series of platforms by zoo keepers. The notable thing about all of the games is that they are all currently "hot" home computer games or top-newcomers, or award-winners. In other words, Exidy are taking no chances with the quality of the games they are installing in the Max-a-Flex system.

Recognition of the quality of First Star Software's games has already happened with Warner Publishing taking a substantial financial interest in the company. And that means, of course, a connection with ATARI, who are bound to be sitting up and taking notice of what is going on between an associate company and a competitor.

As **Pete Kauffman,** President of Exidy, said at A.O.E.: "First Star's position in the market place, coupled with Exidy's ten years of experience in the coin-operated video market, makes for an unbeatable combination." He may well be right.

Exidy also introduced their new "Cheyenne" game — a new shooter with cowboys and Indian theme.

Their popular **Exidy "Crossbow"** received wide attention as well.

Williams Displayed Star Rider and Conversions

Williams Electronics, one of the major manufacturers present drew wide viewing of their laser disc "Star Rider", available in upright or motorcycle sit-down version.

The conversions theme was aggressively taken up by the WILLIAMS ELECTRONICS, who also recognised the need in the U.S. market at present for something inexpensive. They launched **Blaster** and **Mystic Marathon,** their first two kits each of which contains a set of electronics, presented as one simple unit that bolts easily into the cabinet, a complete control panel assembly with all artwork and controls, and new control sticks necessary, and new side decals.

Either kit converts all Williams horizontal monitor games. Defender, Stargate, Robotron 2084, Joust and Bubbles.

Blaster, of course has already been in the market earning as a complete game. It is an action-filled outer space adventure with attacking aliens, laser blasts and time tunnels. Mystic Marathon, on the other hand, is only available as conversion kit. It is an island fantasy inhabited by magical, whimsical, storybook creatures like helping hands, wizards, rolling stones and giant clams. It is all about finding crystals, pearls and golden mushrooms and reaching the end of the island configuration.

The Williams passion for pinball remains unabated even in a flat market. Indeed, **Williams' Vice-President Joe Dillon** said that he anticipated that the demand for pinball would continue its slow improvement. **Laser Cue** gave completely new ways of obtaining free games and extra playing time.

Cinematronics Spage Age

Cinematronic's presented **"Space Age",** the conversion to "Dragon's Lair". The charm of this new kit lies in the brilliance of graphics and the interaction between player and game, and there's plenty of that.

Technical improvements in the game include the removal of the "blank patches" as the laser's search time scans the disc.

Cinematronics promised at the show that conversion kits would go to the arcade owners who already have Dragon's Lair first. The kit includes a new disc, a newly-programmed E-prom and new, colourful marquees for the cabinet.

Nova Games of Canada

Nova Games of Canada of Montreal was the only Canadian manufacturer to have a booth at the A.O.E. Nova showed **"Intrepid"** and **"T-Football"** which displayed the excellent design and workmanship typical of the games which this company builds.

ROCK-OLA, also at the show, highlighting its Super Sound **Model 490** which emphasised the quality that **Rock-Ola** consistently puts into its new phonographs. The sound system, for example, delivered true-to-life stereophonic sound from low to high sound levels with four speakers, including two 12-inch low frequency speakers. Altogether it amounted to 44 per cent more speaker drive area than 10-inch systems. The amplifier created sound with new response curve and increased power output.

The controls included a new customer feature, one button automatically selecting up to ten top tunes making record selection easier and faster and there was a new push-button pricing system to allow the operator easy price changes without circuit board or wiring modifications. The centralized controls also counted the weekly and cumulative income, computed total selections, total plays, most popular and least played and naturally had a self-contained diagnostic system to simplify electronic servicing.

Pool Tables Popular

The two major Pool Table manufacturers were at the show, **Dynamo** and **Valley**... and because of the increased interest by operators of steady volume game earners, these two pool table company's booths were busy. More attention to tournaments to increase play is now being shown by the Operators... and both **Valley and Dynamo** aid Operators in money-making tournaments with their tried and proven methods.

Countertop and Upright Card Games Exhibited

The big seller in Canada now seems to be the gambling MOTIF card games... and there were numerous exhibitors at the A.O.E.

- **Digial Controls** displayed their new countertop "Cowboy Casino" along with "Little Casino", and "Pro Sports" with the interchangeable games "Pro Bowling", "Pro Golf" and "Pro Tennis".

- **Greyhound Electronics** exhibited their large line of money makers: Video Draw Poker, with a Hi-Lo feature; Casino Slots; Black Jack; Beat-the-Spread and Rolling Bones.

- **Merit Industries** booth showed their "Pit Boss" and "Pitt Boss Jr." and premiered Merit's "Tablestakes' " six handed poker with cartoon graphics.

Novelty Games Galore!

- Novelty games, the steady money makers, were in abundance.

- **Arachnid** with their "English Mark Darts" which is a coin operated dart game using harmless darts that hit and score points on an electronic scoreboard.

- **Bob's Space Riders** displayed their new "Bowler Roll", along with other arcade attractions, "Whac-A-Mole", and "Patti Cakes", and "Bully Buster".

- **Innovative Concepts in Entertaiment** displayed their new game **"Escape",** as well as their popular "Chexx" ice hockey table game.

- **Meltec** had their "Boomball" which was in arcade and tavern size cabinets.

- **Super Ball** showed their electronic "Ski Alley" complete with sound effects, available in 6, 10 and 14 ft. lengths.

Thus, although AOE 84 lacked the glamour and added decor provided by large and elaborate stands by such firms as **Sente and Mylstar** as at A.S.I. there was plenty of hardware and interesting items, large and small. The first day Friday, started out and continued rather slowly throughout the whole day rather alike to the ASI of some three weeks previously. Saturday was a different proposition however and the exhibition hall was really quite busy and well attended and operators were certainly out in respectable numbers... These ultimate buyers are the people every trade show wants present.

Excellent Seminars

There were seminars covering a wide variety of business, legal, financial and technical subjects of particular interest to an operating firm. A few of these were duplicated at different times. Attendance was between 15 and 30 at each seminar.

The seminars were presented by nationally recognized industry experts, including:

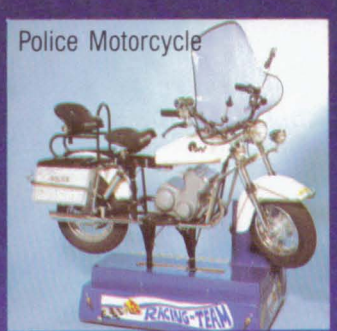
- Jon Daugherty, president, United Artists Theater and Amusements
- Randy Fromm, Randy Fromm's Arcade Schools
- Richard E. George, president, Roy George Music & Vending Corp
- Bob Hasson, director, Coin Machine Sales & Service Co.
- Raymond S. Hibarger, president, Hanson Distributing Co.
- Richard Priesmeyer, Innovative Management Consultants
- Charles Ross, Innovative Management Consultants
- Jim Sneed, Electronics Division, Kurz-Kasch, Inc.

Total registration were some 3,300 people. Last year's A.O.E. show was over 8,000.

The combined attendance of the earlier A.S.I. show in February and of the recent A.O.E show and did not equal last year's total A.O.E. figure!

WATCH YOUR PROFITS

ZOOM



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Centre right is Mr. George Pond of U-Vend Sero of Glace Bay, Nova Scotia, large operator of Kiddie Rides and bulk vending shown with Mr. Mel La Force, Mr. Stu Heller, and Pres. Mr. Robert Versman of Kiddie Rides, U.S.A.

Mr. Ivan Rothstien of CENTURI INC.

Mr. Robb Smeek of CRYSTAL PALACE ARCADES, London, Ont. with Mr. Ken Burgess of Beachead Amusements Midland with Dominic Defazio

Ron Rollins of COIN MECHANISMS, Distributed exclusively in Canada by Vendall Machines of Ottawa, Ontario.

Dale Johnson of DALE DISTRIBUTING, with offices in Vancouver and Toronto.

Marc Suprenent of AVENIR AMUSEMENTS, Granby, Que.

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PIT BOSS™ and new PIT BOSS, JR.™...

Against Any Countertop, PIT BOSS™ Outearns Them All!

Forget the "here-today-gone-tomorrow" imitations . . . NOTHING, but NOTHING matches the superior graphics, humorous effects, built-in play appeal, and most important, the profit-producing track record of PIT BOSS. With 6 great games to choose including Joker Poker, Blackjack, Acey Deucey, The Dice Game, Super Slots and FOTO-FINISH, PIT BOSS makes the most out of any location.*

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ASK ABOUT THE KING OF THE ROOST!

Merit's CHICKEN DRAW Poker continues to be the most popular — and profitable — draw poker game on the market. New play features like Skill-flip™ dealing and the exclusive Double-Triple Egg Drop Challenge guarantees even more CHICKEN DRAW action in 1984!

**All Merit games are available in Countertop models, full size Upright, sleek Cabaret or 2 player Cocktail Table. Choose the right cabinet for any location.*

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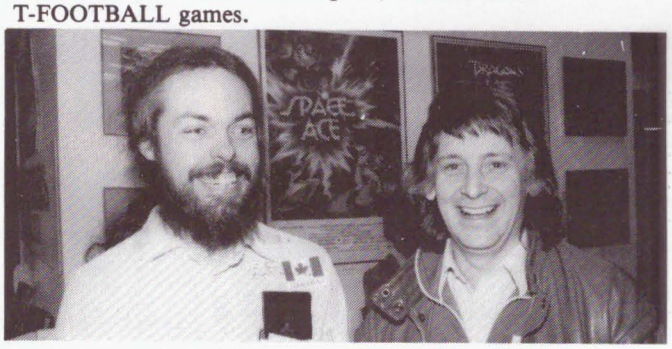
Mr. Courtney Lai-Hing and Mr. Micheal Baum of Nova Games, Montreal - with their new Progress, STAREX and T-FOOTBALL games.

Mr. Frank Schulz of ROCK-OLA MANUFACTURING and Mr. Jay Waldman of KENTUCKY COIN CO.



Allan Dee of THE GAMES ROOM, Ottawa with Graham Herriott, Yokahama Coin, Toronto.

Annar Manuel, Geo Manuel, Sal Manuel, & Manoc Manuel of Endless Amusements - operators of six arcades in London, Ontario area.

Mr. Dominic Defazio of REBA EQUIPMENT, Toronto with Mr. Bob Gibs of B.G.'s Amusement, Aurora, Ont. and Mr. Bill McNaughton of Cardinal Amusements, Brighton, Ont.

Mr. Brendan Sullivan of Sullivan Distg., Toronto with Mr. Bob Barnett

Mr. Ron Snelling of ALRON AMUSEMENTS, Toronto, Ontario, Large Arcade Operators

Boom Ball by MELTEC INC. - Patrons shoot balls from cannon into ski alley type target/scoring holes - comes in tavern and arcade lengths.

Mr. David Rubenstein of MERIT INDUSTRIES between Merit's Two New Countertop Card Games

Mr. M.S. Bhutani and Mr. Natale Saccaria of BHUZAC INC.

Mr. Ken Hoffman of COIN ACCEPTORS

Mr. Kay Chiba of Bonanza Enterprises Ltd., Yokahama, Japan with their "SUPER MINI BOY" Countertop Card Game which is a big seller in Canada

Mr. Ken Wagener & Mr. Neil Smithweck of SENTE

In the MARANTZ COIN - OPERATED PIANO CO. display are Elaine Matzkin & Tom Greenway, distributed in Canada by KEN PARIESIENNE LTD. of

Mr. Mike Graziano and Mr. Ken Bagley of DATA CARE with their new coin operated Blood Press machine looking for Canadian Representatives.

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Seven machines ? No, it's seven super games in one machine.

Players choose any one of 7 games of Draw Poker, 7-Stud Poker, Black Jack, Baccarat, Hi-Lo, Double-Up and Craps. Pure Amusement, No Replay and No Knock-off. 14" color monitor.
Ad messages and initials of higher scorers can be entered without using keyboard.
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MODEL : BE-7000/MBS
H 480m/m
W 415m/m
D 480m/m

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Lotto Quebec Awaits Upon A Favorable Decision From The Provincial Gov't To Introduce Video Terminal Gambling . . .

Bally Lends State Of Illinois 300 Video Gambling Games Free For 6 Months Trial Period

At a time when two major Canadian Lottery Corporations, those of Quebec and Ontario, have been actively testing video lottery terminals in the hope of attracting more customers to Governments' legalized gambling, a similar development has entered an advanced stage in the United States.

There . . . the state of Illinois is about to conduct a large scale test involving 300 video gambling machines provided free by the Bally Mfg. Corpn. of Chicago. They are to be put mainly into licensed premises selling alcohol drinks which should take care of the age problems.

On $1 play, the prizes will range from free games up to $5,000. Up to $600. in prizes will be paid on the spot. Higher value prizes will have to be processed before payment is made.

For the 6 months test period the State Lottery will take all the profits paying agents (locations) the usual 5% commission.

Nebraska which has allowed free standing payout videos for about 1-1/2 years see the ball rolling towards widespread video machine gambling.

Residents of the small Nebraska township of Bellevue, along with visitors that newly-famous suburb of Omaha, deposited $2.9 million in quarters into the video lottery machines on location there during the first 18 weeks of operation. Of that, about $2 million was returned in winnings, showing a "profit" of $900,000, which was split among the two companies that supply and operate the machines, plus Bellevue and the State of Nebraska. The two "operators" — IGT of Nebraska and Video Consultants of Nebraska (the latter associated with Electro-Sport) — earned $600,000, or twice as much as the town and state.

Video lottery devices, often called "video slot machines" in Nebraska, are presently operating in Bellevue, South Sioux City and Scotts Bluff (along with a handful of very small towns in ones and twos). They are in some supermarkets, licensed liquor locations and in some stores (like "The Lott" that only offer state lottery tickets plus these new machines).

There are 17 states with lotteries right now and video manufacturers have made presentations to the following: Massachusetts, Connecticut, New York, Pennsylvania, New Jersey, Michigan, Ohio and Illinois. There are also something like 38 states that have bingo one way or the other.

This has aroused a lot of interest in other states and in Canada also. Lotto Quebec has been testing video lottery machines over the past year . . . and now only awaits a political decision in its favor to introduce video terminal gaming into the province.

Infrigement Warning From Atari And Namco

"The Race Is Over; Pirates Lose"

Atari, Inc. and **Namco** will pursue legal proceedings, including CRIMINAL ACTIONS and SEIZURE ORDERS without notice, against operators, distributors and any other persons who deal in any way whatsoever in infringing copies of any game or conversion kit manufactured by Atari. All infringing copies in the field will be removed.

This warning applies to all Atari games, past, present and future and in particular:

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GYRUSS™

A Major Arcade Success
Now A Conversion Kit

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GYRUSS, another great arcade success from the originator of TIME PILOT, SCRAMBLE, SUPER COBRA, TUTANKHAM, ROC'N ROPE and FROGGER is now available as a conversion kit. To profit from one of the greatest games in arcade history, convert to Konami. Contact your local distributor today for details on GYRUSS. Don't face 1984 without it.

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Exidy Manufacturing had a large display of 40 machines featuring their new MAX-A-FLEX line featuring 4 top winning games.

Shown here are John Barone, Paul Jacobs, Howell Ivy, Mac Jaffe, & Pete Kaufman of Exidy Mfg.

In the "ICE" Innovative concepts in Entertainment booth are Mr. J. Willert, Mr. Ralph Coppola, & Mr. Steve Bernstien beside their new arcade game "FIRE ESCAPE" priced under $1,500, street game

Wm. Hoffman & Iris Cohen of SUPER BALL electronic ski alley with Sound effects available in 6', 10' and 14 ft. lengths.

Mr. McLoughlin, Mr. Tom Campbell, & Mr. Mike Kubin of CINEMATRONICS beside the new "Space Age" Conversion.

Mr. Ronald Maier & Mr. Kilmartin & Miss Shula Dellacona of The ROGER WILLIAMS MINT TOKEN COMPANY.

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FOR AMUSEMENT GAMES

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COINCO's Illuminated Push Button Switches are available in a range of shapes and sizes — circular, square and rectangular. The buttons are available in red, yellow, green, amber, white or blue, and we can print buttons with any message or symbol that may be required. All models have a common screw mounting, and a mechanism which features a spring-loaded button with a probe that operates a single-pole miniature-switch on the rear. The switches are installed in a simple, snap-in bracket making them easy to remove, or replace without disturbing the setting. This feature also simplifies lamp replacement.

- **BRILLIANTLY ILLUMINATED**
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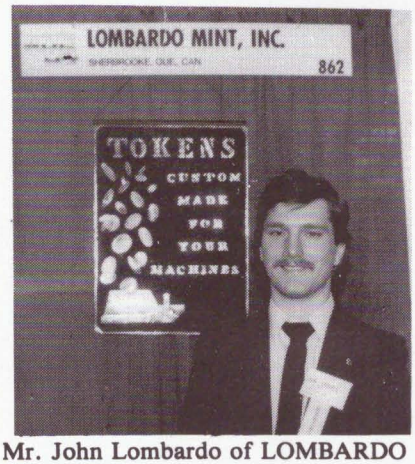
Right is Mr. Rock-Ola of Rock-Ola Mfg. a well knew veteran of this industry since 1919...(was born in Canada!)

Shown here also are Miss Beth Lockhart & Mr. Vic Lavay, V.P. of Vending Times Magazine



Mr. John Lombardo of LOMBARDO MINT CO., Sherbrooke, Quebec

In the ARACHNID English Dart Game Booths are Mr. Tony, Beall, Mr. Mike Redding, Mr. Sam Zammuto, Mr. Paul Beall and Mr. Marcio Bonilla

Mr. Kevin McIntyre of MAGIC CONVERSIONS, Providence, R.I. beside his new Conversion game "EEEKK" which was converted from an old Pac Man.

Mr. J. Duncan, Mr. Wes Burnette, & Mr. Doug Hagerty of MEDECO SECURITY LOCKS distributed in Canada by Medeco Security Locks, Waterloo, Ont.

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W I N

WITH

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Track & Field adds new meaning to the word competitive. Featuring six popular events: 100-Meter Dash, Long Jump, Javelin, 110-Meter Hurdles, Hammer Throw and High Jump, the game can be played individually or simultaneously by up to four people. Each event is remarkably realistic. So don't be left in the starting blocks... get on your mark, get set and win, with Konami/Centuri Track & Field.

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Exidy Introduces Four "First Star" Games In Massive Display At A.O.E. Show

First Star Software, Inc. the New York based designer and publisher of high quality software, including the best-selling **BOULDER DASH™** announced that a major licensing agreement has been reached with **Exidy Inc.** The announcement was made at the Amusement Operator's Expo, which took place Mar. 9-11 at the O'Hara Expo Center in Chicago.

Exidy premiered all four First Star games with a massive demonstration on 40 new coin-op machines to a tremendous reception at the Show.

Commments **H. R. "Pete" Kauffman, President of Exidy,** "First Star's position in the marketplace, coupled with **Exidy's ten years of experience** in the coin-operated video market, makes for an unbeatable combination."

Exidy is the manufacturer of such arcade hits as MOUSETRAP™, STARFIRE™, TAILGUNNER II™, FAX™, and CROSSBOW.

The agreement calls for **Exidy,** the oldest privately-held coin-op video game manufacturer in the U.S., to manufacture and distribute four of First Star's award-winning computer games for coin-operated arcade machines.

This is the first of several important licensing announcements to be made by First Star, since its recent affiliation with Warner Software, Inc.

Richard M. Spitalny, President and Chief Executive Officer of First Star, comments, "First Star games are quality leaders in the home market. Arcade games have always set a very high standard in the industry, a measuring point for excellence in graphics and gameplay. This licensing recognizes our products as arcade quality."

The games to be licensed include First Star's current hits: **BOULDER DASH, FLIP & FLOP™, ASTRO CHASE™, and BRISTLES™.**

"Licensing between arcade and software companies has traditionally been arranged in reverse," explains Mr. Spitalny. "Bringing our best games from home market to the arcade player will serve to preview and support our products for the strongest home market ancillary tie-in that's in place today."

BOULDER DASH, designed by Peter Liepa and Chris Gray, is a current SOFTSEL "HOT LIST" bestseller, now in its third week as one of the Top Ten games in the U.S. **FLIP & FLOP** is a best selling 3-dimensional game by First Star's James Nangano.

ASTRO CHASE and BRISTLES were created by renowned designer Fernando Herrara, who has garnered numerous awards for many of his programs. ASTRO CHASE has become the number one Atari computer game in England, and was awarded the coveted 1984 Science Fiction/Fantasy Computer Game of the Year honor by **Electronic Games** magazine. The multi-player, "unisex" BRISTLES, his most recent design, was just named Computer Game of the Month by **Computer Games** magazine. First Star presently publishes software for the Commodore-64™ and Atari® Home Computers.

PROVEN WINNER!

THE GAME THAT IS STILL EARNING, YEAR AFTER YEAR

AFTER YEAR

AFTER YEAR

ENGLISH MARK DARTS™

BY Arachnid INC

The Originator of Electronic Darts

Everyone wins with English Mark Darts — the proven profit maker! It's a skill game that the player loves, with self-scoring, LED display and a choice of eight games, from easy to difficult, for twenty-five or fifty cents per play. Operators will appreciate the long-term, steady earnings and maintenance-free operation, while the location owner gets a safe game with plastic-tip darts which encourages group play and brings in the crowds. Whether in an established location or opening new territory, English Mark Darts is a time-proven winner!

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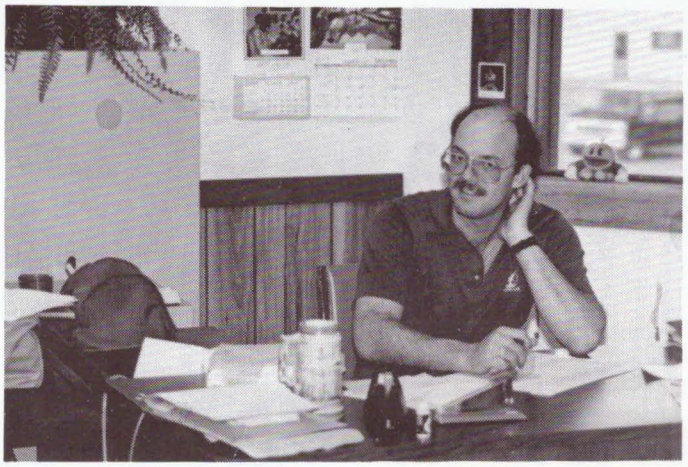
Return On Investment Is What I'm After!!

G.M.D. Entertainment's Owner Benefits During Difficult Times From "Apprenticeship" To A Pioneer B.C. Operator



Geography, rural and urban areas, climate, Topography, demographics all affect businesses as to how they are conducted. The interior of British Columbia and more particularly, the interior of B.C. about half way between Calgary and Vancouver provides a good example of this. This unique area from Kamloops to Osoyoos near the U.S. border includes the fruit growing area of the Okanogan Valley. This region a couple of hundred miles length along valleys just a few miles wide is, in many ways, reminiscent of part of California. It's very beautiful. . .comprising of mountains and hills covered with pines, deep, beautiful large lakes, brown hills and soil, irrigated pastures and crops, vineyards and fruit orchards.

The Okanogan Valley's climate is characterized by relatively warm Canadian winters, very hot dry summers and only occassional snow which doesn't stay long. It is mainly agricultural and tourist orientated with no industry of any great consequences and contains several small communities and four small to medium sized cities. The most central of these cities is Vernon (23,000 people), with a bustling Music, Games and Amusements, plus Vending company **Monty Davis's G.M.D. Amusements.** In that area this company operates some 600 pieces of coin-operated Amusement devices and some sixty Vending machines.

Monty (Montgomery) Davis was born in Mission B.C. (up the Fraser Valley to the south and East of Vancouver) in 1950 and educated in the public and high schools of that small community. Monty's father was a logger as are indeed a great many British Columbians; after graduating from high school young Davis got a part time job with old time **B.C. Music, Games and Amusements operator Joe Bourassa.** After a couple of months, at the age of nineteen, he was taken on permanently by Mr. Bourrassa who ran 400 pieces of equipment and employed four people. The operation covered a large part of the interior of B.C. and used mainly Juke Bokes, pins, guns, and shuffleboards which were located in all sorts of spots including Canadian Legion Halls. Joe took the young Davis along with him and showed him the ropes concerning all aspects of the business. Soon Monty was making adjustments and repairs as well as cleaning machines while the Boss dealth with collections and splits, but was close at hand to advice and help him.

Monty was also sent to manufacturer's service schools when they were held in Vancouver or nearby American cities. In 1975 the old pioneer in the industry became ill and offered Monty a chance to operate his routes in the Okanogan Valley. . .This job was taken on initially for three months to see how it went. In June of that year that part of Mr. Bourrassa's business was put up for sale, and Monty decided to take the plunge on his own and a deal was made.

Monty decided that Vernon was the best of the area's cities in which to centre his business because it was relatively close to the two southern cities of Kelowna and Pendicton yet was a fair sized community itself, and to the North of it were a number of small communities and the City of Kamloops. After six months of working out of his house Monty leased a small shop of 1,000 square feet in Vernon and began the business which has expanded sixfold in the eight years odd since the firm was purchased. A man who had looked after the machines in that area **Jack Watt,** was kept on and became G.M.D.'s first employee.

Equipment at the time consisted of thirty-five Juke Boxes, guns, shuffleboards, and pins, a hundred pieces in all. Things went along well and then in the spring of 1976 Pinball games were legalized and that gave the company's business a big boost. Pins had been common on the Canadian and B.C. scene long before that but, at the discretion of the local police. In B.C. that varied from one community, or area to another, depending upon how the local police commanding officer felt about things. In Monty's area they weren't too hard on Pin games. Shortly after legalization of Pinball games, electronic games came along to liven up the scene and not too long thereafter Video games appeared.

"Sprint II" was Monty's first new game of that type, then in 78/79 along came **"Space Invaders"** followed by **"Asteroids"** and **"Galaxian"** to start the fantastic Video Games boom which lasted until about a year ago in Canada. Riding along on the boom and his own aggressiveness Mr. Davis expanded his operations and they have held remarkably well unto the present. Today, this very healthy business operates well over 600 Jukes Boxes, Videos, Pinball games, various Amusement devices, and Vending machines. It has twelve employees and a dozen vehicles. The company places its coin-machines in hotels, bars, small stores, restaurants, pizza parlours, clubs, Canadian Legions, and Malls and operates in a very flexible manner well suited to the area in which it does business. In a long conversation with Mr. Davis it became very apparent that his "apprenticeship" with the Veteran Operator Joe Bourrassa has had a powerful influence on **G.M.D. Entertainments** and the way that very successful firm is run.

Question:

What equipment did you use in your early days?

Answer:

Most of the stuff I took over was fairly well used, had been around for some time. The Juke Boxes were the backbone of the routes then and the one I used were **Seeburgs and Rowes;** . . . I bought both new and old items, I've always used some refurbished games, Juke Boxes etc. but before I put them out we completely overhaul, rebuild, and refinish them to like-new standard. Of course, once I got established and pins and Videos came on strong I invested in a lot more new equipment. This last year or so I've been pretty cautious and buy carefully.

Question:

One supposes that you'd buy in Vancouver?

Answer:

That's right, I bought a lot from **Rowe in Vancouver** and dealt with **Jim Weatherhead.** I found him to be a pretty good guy and since he started his own distributing company I've dealt mainly with it.

Question:

What do you think of the new games?

Answer:

There are some good ones out but they're very expensive and some of them don't last very long with players so you've got to be sure of what you buy. I don't jump into things as soon as they come out, I wait to see how they do elsewhere . . . I often go down to Spokane in the states, to see what's doing. They get stuff before we can and I know operators down there so I can find out what players go for and what they don't much like . . . and then I act as I see fit and it usually works out quite well.

Question:

Are you using any of these counter top videos with card and dice motifs?

Answer:

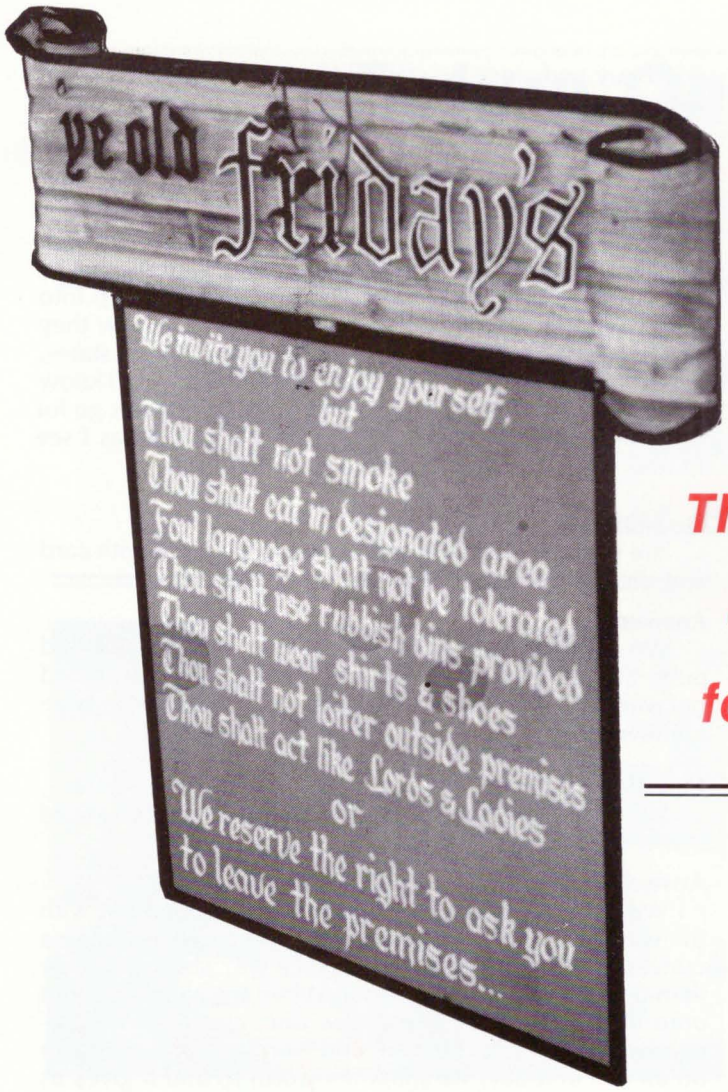
We are using a dozen of them placed in neighbourhood pubs; they are by **Greyhound and Merit.** We've just started out with them and results so far have been very good, large numbers of people do play them for fun!

Question:

What are your views on conversion kits; have you used them, do you use them?

Answer:

We use a lot of them and must use a lot of them with the way the economy is these days. When we're doing a conversion or major work on a piece we "shop it" rather than doing the work on the spot. When the game goes out onto location, it's just like a new one, clean , bright, repainted, everything checked, and working 100%. We can do all this in a day; we think it's worth it, and it gives us an advantage over bigger companies operating over very


ye old Friday's
We invite you to enjoy yourself, but
Thou shalt not smoke
Thou shalt eat in designated area
Foul language shalt not be tolerated
Thou shalt use rubbish bins provided
Thou shalt wear shirts & shoes
Thou shalt not loiter outside premises
Thou shalt act like Lords & Ladies
or
We reserve the right to ask you to leave the premises...

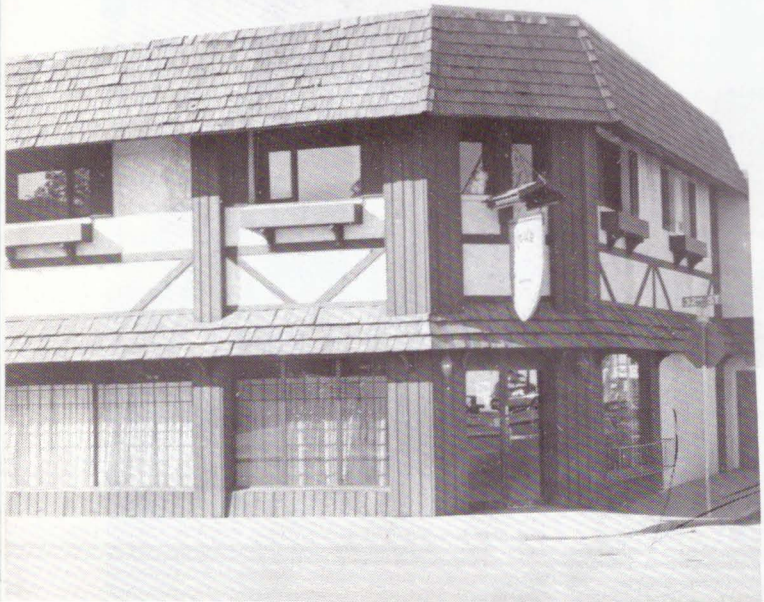
large areas. . .Very often their stuff isn't as clean and up to scratch as it should be.

Question:

Are you big in coin-operated Pool — tournaments?

Answer:

We have 80 tables out in hotels, pubs, games rooms, and other street locations. **We consider Pool as the backbone of the business.** We don't run any tournaments ourselves, but we encourage our locations to run competitive Pool.



We consider Pool Tables the Backbone of the Industry!

They pay for themselves early and continue to earn well for up to 10 years anyways!

Question:

Whose tables do you use? Don't they require frequent recovering and a lot of service? What are the economics of coin-operated Pool Tables?

Return On Investment Is What I'm After!

Answer:

All our tables come from **"Valley and "Dynamo"** and they give good results. They'll take in an average of $135.-$175.00 a month. . .some will do $300.-$400.00 but that's exceptional and others will only do $70.-$80.00.

Tables Last Well Over Ten Years — Paid For Many Years before!

I'm quite happy with anything over a $100.00 because Pool tables have a long life, a ten year old table is not uncommon so you see, the money doesn't have to be all that great because there's not much invested, the table having been paid for long ago.

Our tables are recovered every six months on an average. . . Two of our fellows are sent out to do the job on locations and they can do three tables a day. Recovering costs are $125.00-$150.00 each table. If a location wants a pool table I'll go out and get one and lease it, or put it in on a 50/50 basis. **Return on investment is what I'm looking for!**

Cocktail Videos Do Well In Bars

Question:

You number many bars amongst your locations. Does that indicate the use of cocktail format videos?

Answer:

We do use quite a few of cocktail videos in bars and they do very well; they don't date like uprights do and they fit into the atmosphere and decor of bars better than most uprights do.

Question:

What would your average bar location have in it by way of coin-operated equipment?

Continued on page 24

WHERE'S THE KIT?

Have you been asking this question lately?

We've got the answer in a new profit-making conversion kit,

Up 'n Down™ For Your ZAXXON™ and FROGGER™

Thoroughly market tested, Up 'N Down is a top rated, consistent performer. Look at these test location earning averages:

■ Location 1	$157/week	for 19 weeks
■ Location 2	$157/week	for 12 weeks
■ Location 3	$295/week	for 4 weeks

Up 'N Down is available as a conversion kit or as a value-priced dedicated game. Get your income UP and keep your costs DOWN with this exciting new video. Ask for it at your authorized Bally Midway distributor today.

Bally MIDWAY™

SEGA™

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Return On Investment Should Be Your Judge Of Equipment

Continued from page 22

Answer:

A video, usually of the cocktail variety, a pin game, a Juke Box maybe a countertop game.

Question:

Are pinball games still useable, do you see any signs of a come back with them?

Pinballs Always Popular With Adults & Earn Well

Answer:

We have over a hundred in use, that's about 16% of everything we have. Yes, interest in them is definitely picking up. Only yesterday we sent 15 up North to Kamloops and another 15 South to Kelowna.

Question:

Across the country, some Operators say Pin games are coming back into favour, others say not. But you think they are... on what is this based, why?

Answer:

Our own experience over the last few months... For one thing there are a lot of people my age and older about and they are the ones who go into bars and hotels which make up a lot of our locations. These people grew up on pinballs. When they were kids it was all pinballs and Juke Boxes in the places they frequented, so they were familiar with these devices... They've never really given them up and are comfortable with them and play them.

In the case of younger kids and teenagers — they grew up with Videos and they know all about them and some have grown bored with them. Pinball is new to them, they are closer to the play, more a part of it, besides, they're always looking at television screens and what they see in a pinball game is different, so that attracts them. Another thing — many of the latest Videos have become so complex and fast that the game's over almost before it starts. If you're good at it that's fine but if you're not, it's all over pretty quickly. It's not like that with a pinball game, it takes more time to play and kids who try it are beginning to feel that with a Pingame they're getting more for their quarter. I think that applies to adults too.

Many of the latest videos require very quick reactions on the part of players. Not all older people have these quick reactions which kids tend to have naturally. Besides, few adults are going to spend hours and maybe the $50.00 it takes to master the game. I think that's why they like pinball and older and simpler videos... I also think that's why I can still get good play on "Space Invaders" and "Asteroids".

Question:

What about the latest "great" games the laser-disc Videos? What have you experienced with them?

Answer:

I've got a dozen of them out, eight of **Cinenetronic's "Dragons Lair" and four of Mylstar's "Mach III".** When you get down to it, all they really are is, other Videos and damned expensive ones at that. Sure, the graphics are great, and the actions is different and better. Nevertheless, basically they're just Videos. They start out great and when they first go onto location bring in a lot of money, over a thousand a week but that doesn't last long, in a few weeks you're lucky to get $200 - $400 a week for them — $350 is good. You've got to move them around your best locations to keep play from falling away down, as it's not every location you can put one into. Our own Mall locations where there's a big traffic flow are fine.

Question:

Are you running into problems with Communities and people in respect of zoning, age, nearness to schools that sort of thing?

Answer:

We've had no big hassles from parents, police or, other authorities. Kelowna has a bylaw prohibiting arcades downtown because they had a drug problem but it's the only town like that. We're only half a block from a school here in Vernon, but its been O.K. We shut down our Arcades at 10 at night and open Sundays only from Noon to 9 p.m. The extra money one gets from late closings or open Sunday mornings isn't worth the hassles such hours can cause. You've got to behave with your spots and ensure your customers do inside them and around them. Your locations must be kept clean and tidy and not allowed to become eyesores...otherwise you'll get complaints and trouble.

Question:

What do you do by way of Vending, where and what products?

Answer:

We have quite a number of Vending machines in use, together with our games and they are together in the same locations. They are made up of around sixty cigarette Vendors **(Automatic Products — "Smokeshops")** and **snack venders (Rowe).** If a location wants these or, pool or, Music...we'll put it in but only as a whole deal, the lot.

We don't share locations with other companies...We don't for example, put in Venders where others have games. We don't vend hot or cold drinks either, as most locations with vending are bars. One of the reasons for this is that

Continued on page 50

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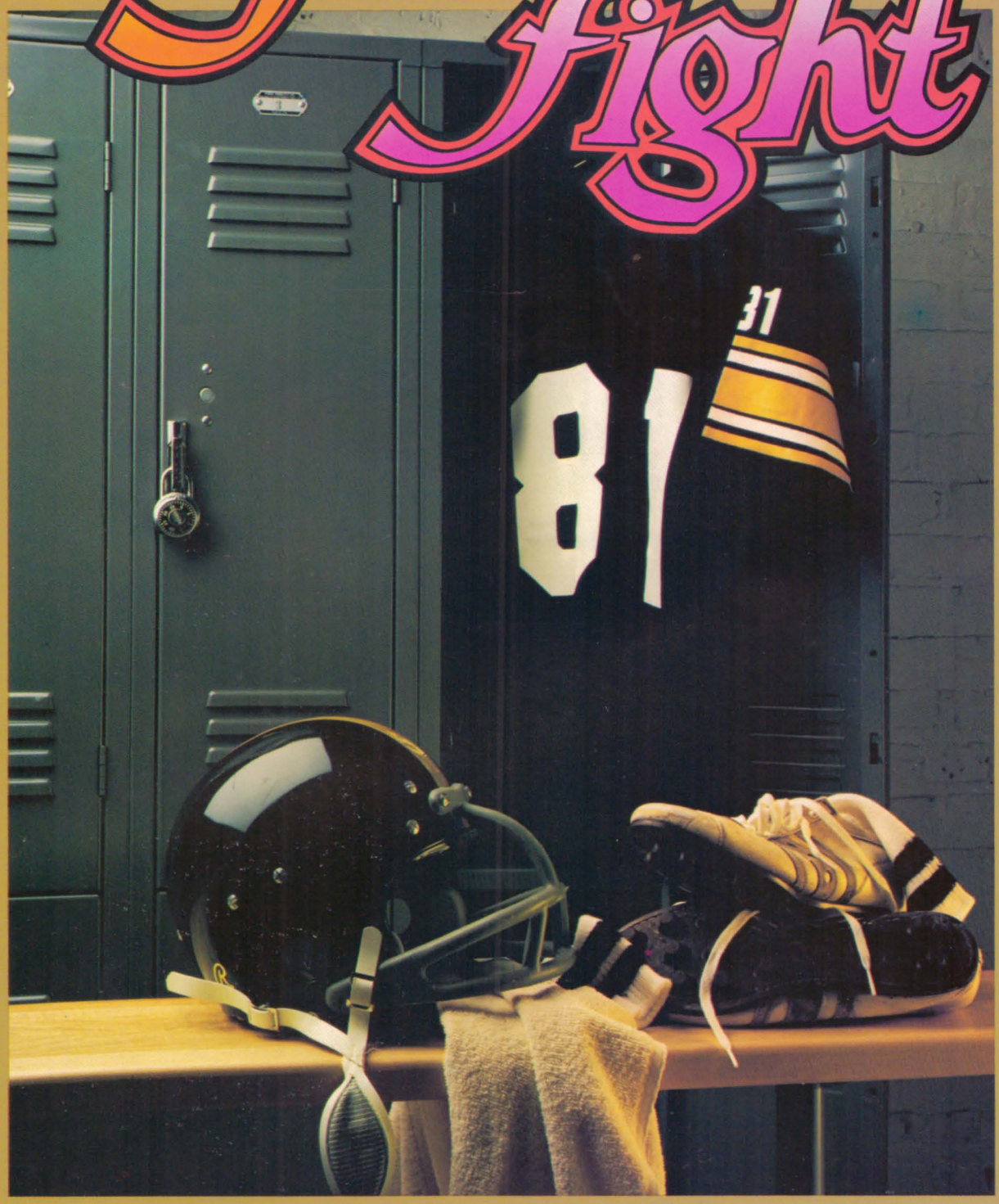

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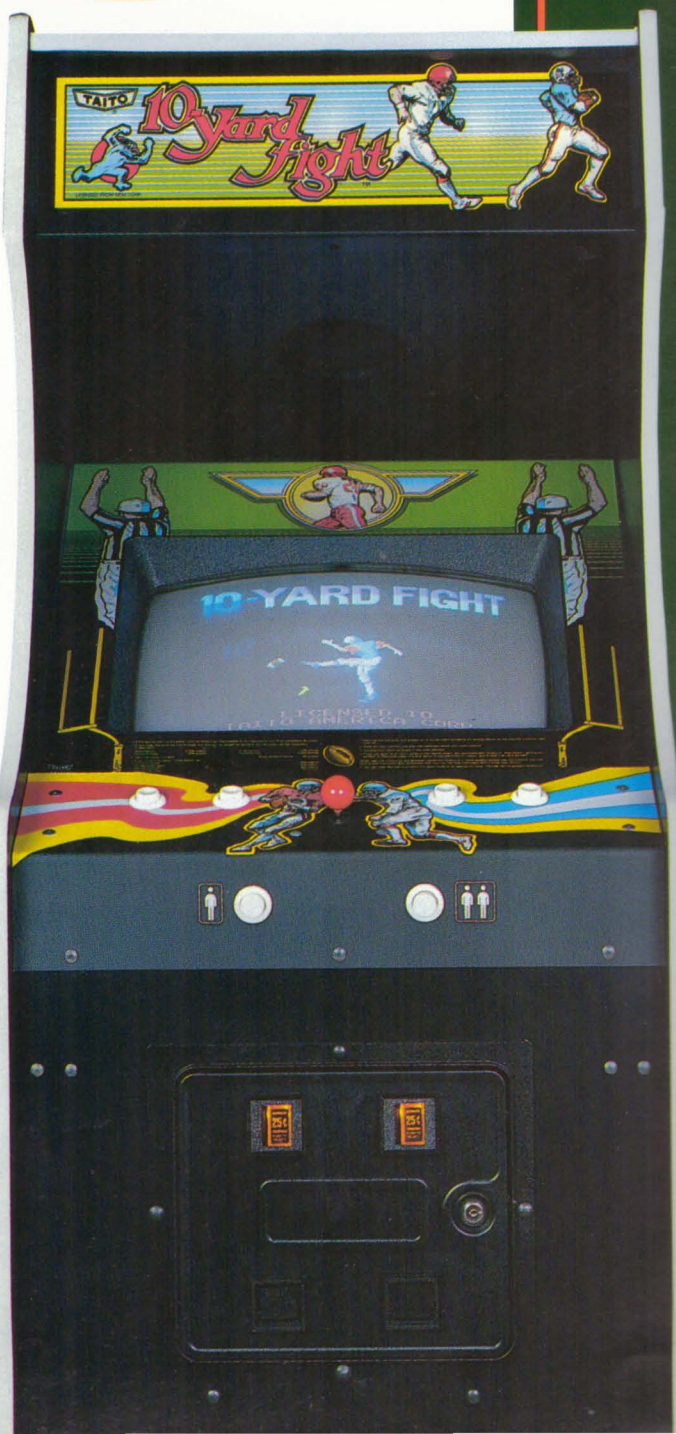

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The Proven "Formula" For Big Earning Profits With The Chexx Hockey Tournament

Planning The Location Tournament

The key decisions to be made in planning and preparation of a location tournament are:

1. Choice of location... Your initial tournament should be in your strongest **CHEXX** location — both as a reward to that proprietor and to insure the success of the tournament. However, the definition of the strongest CHEXX location should not be based solely on current CHEXX revenue. It should reflect the enthusiasm of the location toward the promotion and the availability of personnel to assist in the operation of the tournament. As the tournaments gain strength, they can be used to bolster weak locations and to create new ones.

2. Choice of tournament day... The location has little need for promotion on its best day and the tournament cannot be subjected to the burden of the location's poorest day. In deciding on the day for the tournament, consider that a tournament will have its greatest impact if it is the main event for the night, and yet the impact will be wasted if there is no crowd there other than the contestants.

Balance these factors — pick a night when the location has a strong crowd, no competing events, and when the tournament will not be an operation burden on the location management. Tuesday, Wednesday, and Thursday are in most markets the primary CHEXX tournament nights.

3. Type of tournament... When we discuss the type of tournament, we are looking at only one basic type — an elimination tournament. However, there are two choices to be made in elimination tournaments — single or double, and the number of games per match (1 or best 2 out of 3). A single elimination tournament has the advantage of being faster and easier to operate. A double elimination tournament has the advantage of providing approximately three times the machine revenue and of taking a small turnout of contestants and creating the impression of a much larger event.

4. Publicity... Word of a tournament will travel fast among the players and initial advertising can usually be limited to the printing of 100-200 hand-drawn flyers at a nominal cost. If posted in locations where CHEXX is played and given to the most enthusiastic and avid players, news of the tournament will travel quickly.

Your CHEXX Distributor offers to you the availability of tournament kits. In addition to the kits, other promotional support material may be secured from your CHEXX Distributor.

5. Registration... Entry fees for participation in the tournament should take place at the tournament site.

6. Format... Once you've established time and location, the choice of prizes and entry fees must be made. Your concern in entry fees should not be to cover your costs of the tournament. A promotional expense now will generate interest and revenue far beyond the cost.

Creating Revenues And Prizes

A. Entry fees... The largest source of income comes naturally from the entry fees. The amount of fee charged should be small enough to encourage as many as possible to enter. Closely associated with the determination of the entry fee is the list of prizes being offered. In effect, one determines the other if the tournament is to be self supporting.

Guaranteed prizes draw contestants more effectively since they know what they're shooting for. Whether you're offering merchandise, services, gift certificates, trophies, cash or any combination of these, guaranteed prizes always produce more contestants. Naturally, it is usually a good idea to start small until the promotional ball gets rolling and then grow with the snow-balling effect you've created.

Once your promotion has gained the momentum it needs to carry itself, cash prizes should almost always be offered.

As a guideline, a $100.00 total prize money tournament should not have an entry fee of more than two dollars per person. A one thousand dollar professional event is five dollars per person. Also, first place should be a significant difference over second place — i.e., 1st, $50.00, 2nd, $25.00, 3rd, $15.00, and 4th, $10.00.

B. Quarter intake... The tournament tables should remain on 50¢ play. At no time should a player see a table on free play.

Rules

There should be a "tournament director" at each location responsible for drawing up the schedule of matches and insuring that the tournament rules are followed and enforced. He may not necessarily have to be viewed as a judge, but from time to time disputes may arise when interpretation of the rules will be sought.

A. Rules of Play

Like all sports today, the rules of CHEXX must be responsive to the trends in the game and therefore it is very difficult to write a comprehensive set of rules that would not be obsolete by printing time.

Prior to a tournament promotion, the person responsible for that tournament's operation should have in his possession the most recent rules.

Definition Of Terms

To make the discussion of elimination type tournaments easier, the following terms should be understood.

1. Chart — The chart shows the players who will compete, which players play each other, and the progress of the winners and/or the losers depending upon a double or single elimination type.

2. Bracket — A section of the chart which joins the names of two competitors. Also, a section which joins two or more pairings or matches.

3. Winner's Bracket — The original elimination of the double elimination tournament which charts the matching of undefeated players.

4. Loser's Bracket — The second elimination of a double elimination tournament which charts the matching of once defeated players.

5. Bye — An automatic losing entry used to take the number of entries to a power of two.

6. Round — The series of matches at each stage in a tournament where each player competing is at the same point of progress. If a contestant has played one match, he is said to have completed his first round.

7. Power of two — A number produced by multiplying 2 by itself. For example, the second power of two is 4 (2×2) and the third power of two is 8 (2×2×2).

Elimination Tournaments

The chart must begin with a power of two. Therefore, it must have 2, 4, 8, 16, 32, 64, 128, etc. brackets. To overcome the problem of having more brackets available than there are entrants, you must add enough "byes" to inflate the entries to the next higher power of two (i.e., if you were to have 5 entrants you would need to add 3 "byes" to reach the perfect power of two of 8).

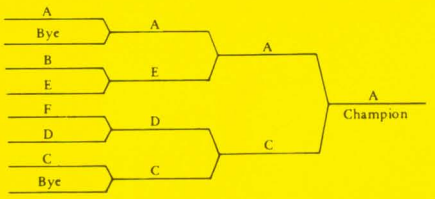
Distribution of "Byes"... "Byes" should be spread out as much as possible on the chart and in no case during the initial draw should you have two "byes" in one bracket.

a. If the number of "byes" is even, the byes are divided equally between the top and bottom brackets.

b. If the number of "byes" is uneven, the odd bye is given to the lower half of the bracket.

A. Single Elimination

Elimination tournaments are commonly encountered in many sporting events. In a single elimination tournament, entrants are out of the competition following their first defeat with the winners of each match progressing toward the championship as indicated below where team A defeated Bye, E, and then C to become the champion.



B. Double Elimination

In a double elimination, entrants are dropped after their loss from the winner's bracket into the loser's bracket where they continue to compete for the championship. However, upon losing their second match, entrants are eliminated from the tournament.

Just as in a single elimination tournament, the number of entrants paired in the initial bracket must be a power of two, and "byes" must be assigned to complete the bracket. As an example, we will consider a tournament which draws a total of six players.

The number of "byes" to be assigned is computed by subtracting the number of entrants from the next higher power of two. With six entrants, the next higher power of two is eight, and eight minus six is two, which is the number of "byes" required to finish out the first bracket. Again, these "byes" are entered on the chart and are separated as much as possible.

*The actual players should be filled in on a complete "luck of the draw" basis. In this case, two players draw a "bye" and advance in the winner's bracket to wait for the second round. The two "byes" naturally are defeated by the two players drawing them and must go into the loser's bracket. The remaining four players play the first round. **See Fig. 1.**

The first round of matches will put Player 1 vs Player 5 and Player 6 vs Player 3. Players 4 and 2 get a bye and advance into the second round of the winner's bracket. Bye should always be treated just as another player except for the fact that it loses every match it plays. **See Fig. 1.**

Looking at the chart after the first round of play, Player 1 defeated Player 5, Player 6 defeated Player 3, advancing into the winner's bracket to continue competition. **See Fig. 2.**

At this point, Players 4 and 1, and 6 and 2, would play each other. The winners of these matches advance to the right in the winner's bracket. The losers of those matches cross over into the loser's bracket as indicated by the arrows. **See Fig. 2.**

In Fig. 3, assume Player 1 defeats Player 4, and Player 6 defeats Player 3; **the chart would look like this:**

Players 5 and 3 advanced in the loser's bracket by defeating bye. Bye has now been eliminated, and Players 3 and 5 play the two Players that have newly crossed over into the loser's bracket. The losers of these two matches are eliminated from the tournament.

The remainder of play continues with the winner of the winner's bracket match continuing to move to the right. The loser of the winner's bracket match crosses over the loser's bracket to the extended line. See ar-

Fig. 1

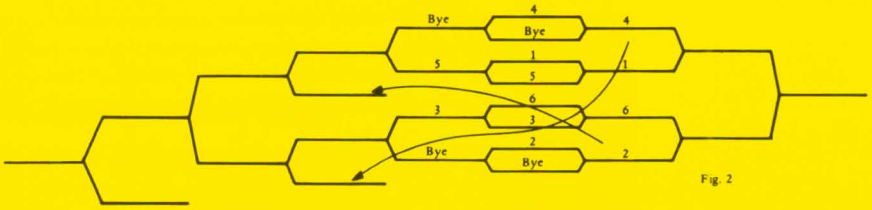


Fig. 2

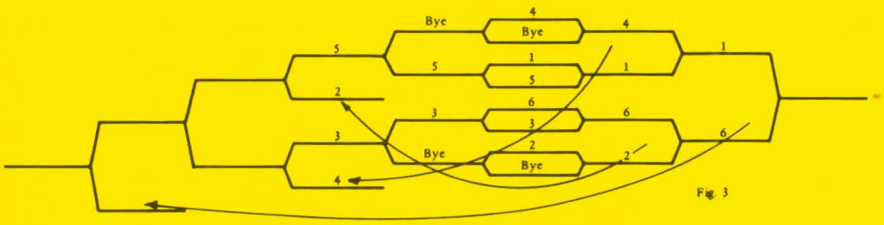
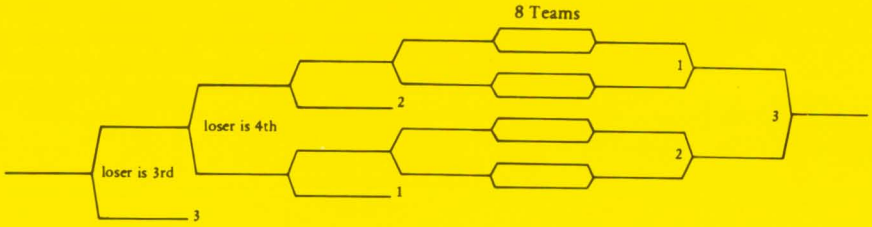


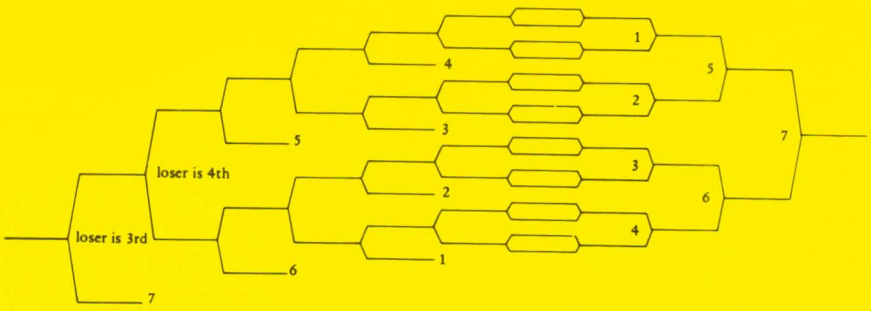
Fig. 3

Double Elimination Charts for 8, 16, & 32 teams.

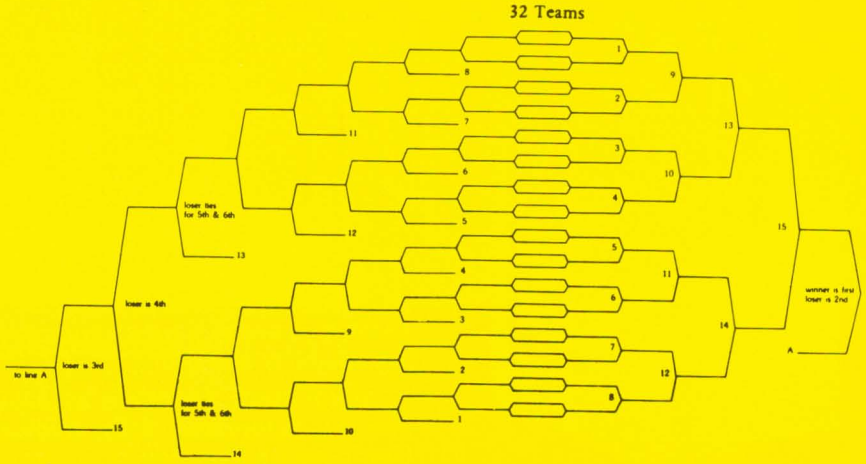
8 Teams



16 Teams



32 Teams



"Tournament Game of the '80's!"

row. The winner of the loser's bracket match advances to the left, and the loser of the loser's bracket match is eliminated from the tournament.

The position that a player losing his first match takes when crossed into the loser's bracket is intended to be one that minimizes the possibility of a rematch with the player that has just defeated him. Examples of the cross over pattern for 8, 16, and 32 player tournaments are included in the appendix. The pattern for an eight player tournament has been shown in the preceding pages.

Once a player has reached the outermost position of the loser's bracket, he has become the champion of the loser's bracket and is guaranteed at least a second place finish. To gain the championship of the entire tournament, that player must play and defeat the champion of the winner's bracket in two successive matches. If that player is successful in two matches, he is the champion.

If, however, the champion of the winner's bracket defeats the loser's bracket player in either match, he becomes the champion.

The third place player in the tournament is the player that lost the final match in the loser's bracket.

Double Elimination Charts for 8, 16, & 32 teams. All double elimination charts are basically the same with the simple exception being size, depending on the number of tournament participants entering.

The charts reflect the correct cross over patterns for 8, 16, and 32 team charts with the loser of matches in the winner's bracket going to the corresponding line and number in the loser's bracket.

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Time & Machine Chart

All calculations were made from the following format:

Machine set on 2 minute game (5 minutes allowed per game) Each match consists of best 2 out of 3 games (figured at 3 games per match)

Single Elimination

# OF PLAYERS	# of Machines: 1	2	3	4
8	1 hr. 45 min.	1 hr.	35 min.	25 min.
16	3 hrs. 45 min.	2 hrs.	1 hr. 15 min.	1 hr.
32	7 hrs. 45 min.	4 hrs.	2 hrs. 30 min.	2 hrs.
64	15 hrs. 45 min.	7 hrs. 45 min.	5 hrs. 15 min.	4 hrs.

Double Elimination

# OF PLAYERS	# of Machines: 1	2	3	4
8	3 hrs. 45 min.	2 hrs.	2 1 hr. 15 min.	1 hr.
16	7 hrs. 45 min.	4 hrs.	2 hrs. 30 min.	2 hrs.
32	15 hrs. 45 min.	7 hrs. 45 min.	5 hrs. 15 min.	4 hrs.
64	32 hrs.	16 hrs.	12 hrs.	9 hrs.

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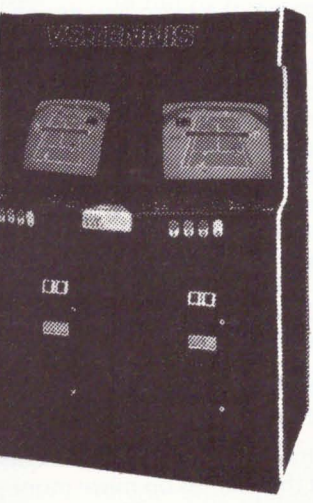

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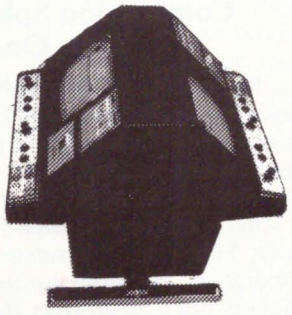

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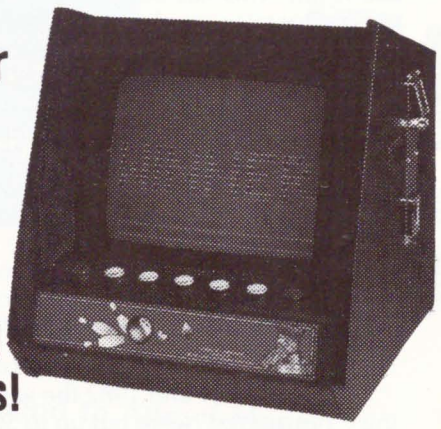

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Increasing Gross Income At The Operating Level

The Vital Problem Confronting The Music, Games And Amusement Industry

One of the biggest problems facing the Music, Games and Amusements industry is that of Operators getting enough gorss and net income form operating their equipment. This is extremely pertinent at the present time and much more so in Canada than in the United States.

What has happened, and increased drastically in the last year has been the rapidly escalating costs of doing business as an Operator. Apart from other ever rising expenses, the costs of the latest Juke Boxes and Video Laser Games have jumped greatly starting last June when "Dragon's Lair" first hit the Canadian market. It's all very well for equipment makers' presidents and salesman to say how great their products are, and that people will queue up to play them at 50¢ or more a go... It's something else for an operator to get 50¢ a play on a new game, particularly over an extended period of time. That's been one of the problems Operators have faced in recent years. Those who push for higher play prices tend to forget is that there's just so much money about in the pockets of people who habitually play video and other coin-operated games.

If play prices are to go up, as the economic reality now stands then it would seem, less total playing is going to be the result. This has been borne out by the experience of every Operator to whom we spoke recently and two and three years back. These were people who had put the price of the latest "hot games" up to 50¢ per play. Income certainly did not double as pushers of higher pricing had suggested...it rose by anywhere from 20% to 30%. But this also corresponded to reductions in the numbers of plays. When laser games began going onto locations starting last July, the predicted fantastic revenues at 50¢ play on those machines occurred, but in some cases, overall location revenues did not go up by the amount the laser or lasers took in. These high takes were not always in addition to what the locations had brought in immediately before the laser went in.

When in 1981 and 1982 the games industry was booming, "hot games" were put up to 50¢ a play...introduced at that, they did well for a while, as long as they remained "hot" and novel. Then, play fell off on some and it was back to 25¢ in order to get any reasonable amount of play from them. Oil rich Alberta's locations then throve on 50¢ play for new games... Try and get 50¢ for anything other than a newly located laser game out there these days! It's the same story in the rest of the country. And, in the Operator/Location saturation state which prevailed, and to a considerable extent still does, competition precludes much 50¢ play. When 8, 10, 12 tokens for a dollar, plus T-shirts, and other inducements are also offered by some locations, how does one ask for 50¢ to play a game unless it is truly unique?

After high initial earnings here and in the U.S., many a laser game is now being offered for play at 25¢ or even less through tokens or gimmicks of other sorts. Indeed, at a seminar at last autumn's AMOA Convention/Show, American operators threw up a lot of flak at Bally for putting a 25¢ slot on its then newest game. Much of this was directed by competitors at Murph Gordon who bosses Bally's "Aladdin's Castle" chain of 452 games centres. Mr. Gordon defended this policy saying that no game could be guaranteed to attract play at 50¢ under all circumstances including time and competition. He considered the regular 25¢ play capability was essential to a game even if it could bring in more money at certain times and in some places. And "this included the latest laser games," he said.

All this foregoing would indicate that really exceptional video games, laser or otherwise, will attract large numbers of players for a time. However, this depends on many things, the uniqueness of the game, the economy generally, and the state of the economy in the immmediate areas of location, the availability and numbers of others above average games in the location or area, the degree and nature of competition...all these items determine the viability and the longevity of higher play pricing. What then can be done to get more money into the industry? That's clearly the real problem and it goes right to the source of all the industry's income... Quite simply, what is needed is:

- preferably more people playing games at higher prices
- present numbers of players paying more for their plays
- present number of players playing more and paying more
- or just playing more at present prices.

Commission Split Should Be 75% — 25% On New Games

The other way in which games makers and sellers continually exhort Operators to get their hands on more money is by cutting commission rates to locations. They say the split should not be 50/50 but at least 60/40 and perhaps 70/30 in favour of the operator. This is no new suggestion. It's been around for well over a decade in a very serious way. However, it's never really had much success but Operators are now under heavy pressure from games makers once again over the same matter. One maker has stated that "it's an insult to their latest game not to hit up locations and players for higher prices." Unfortunately, Operators here are finding that trying to change the commission rate from 50/50 is very hard to do in most cases. Many locations are, themselves, hard hit by rising prices and less spending by the public so they aren't exactly inclined to give their games operator "partner" a much bigger chunk of the "take". They want more too. And if an operator proves adamant well, there are often plenty more just busting to take over someone else's location.

Front Money On Locations

Then, there's the other strong suggestion made to operators as how to run their own business. That is to demand of their locations front money. In other words, the operator gets the first $6,000 or some such figure the machine takes in then they split 60/40 or, the operator takes the first say $150 a week or more before the location gets anything from a split. There are many combinations and proportions on this idea, some of them leaving the split at a familiar 50/50 for appearances sake. The idea behind all of these ideas put forward is of course to ensure that the operator recovers the cost of his new games. Unfortunately, most location owners don't consider that as their problem but that of the operator. After all, as one location owner said, "front money big split/small split for me — where do I come out of this, people using my heat or air conditioning and causing wear and tear on my place? If a game drops off in a short time, I get very little out of it. I'll be a fool to go for a deal like that. Letting space is part of my business, buying and running Video's is the operator's business... His problems I don't need."

To get more income the operator has to offer

- more appealing games and locations
- longer life games
- expanding the market to get more players...from different categories of people — women, adults, old people.

Money is what any business is all about and that's particularly so in case of Music Games and Amusements. The point is, who is going to get what and how? With the arrival of 1984 money is even more important and prominent in the picture of things and as so often is the case in this industry, it appears that the Operator and, to some extent the Distributor, are going to have to bear the brunt of demands for getting more money. Distributors are going to have to get more for many items they sell to Operators. In return, Operators, it seems, are going to have to pressure their locations and customers to give them more money for the "privilege" of using their games. Who says so? Growing numbers of games manufacturers say so.

Manufacturers Asking Front Money

As a starter, some Video games manufacturers are getting tough with distributors. At the AMOA Show of autumn 1982, certain makers of games were even then taking a tough line with any one who wanted their products. Front money was being demanded from distributors together with contracts committing them to take specified quantities of new games, and conversion kits, only then existing in prototype and unfinalized form, for future delivery some months one.

In the first month of 1984 prospective Canadian distributors have been asked to put up multiple hundreds of thousands of dollars against future deliveries of specified quantities of new games and if they can't sell that number, their "front money" is taken anyway. Quotas imposed upon dealers of automobile and other articles are a business practise of numbers of manufacturers... But, in the case of this particular video game, it's a new...unproven and untired one.

Next comes the increased prices of new laser games and conversion kits. In the case of **Bally/Midway's new laser game "NFL Football"** top executives of that company have admitted that their new game is costly but it's "geared to the adult market." Play is set at 50¢ and the game is fitted with a **Rowe $1 to $5 Bill Validator** to get the 'big spender' adults' money. Bally's people are pushing operators not to accept 50/50 location contracts but to demand a 70% cut leaving the location 30% and have even produced an "official" letterheaded contract form for use to that end by Operators. They justify this saying "it's insulting to this machine and the coin machine industry to treat **"NFL Football"** in any other manner." That says to the distributor "this game carries a high price tag because it's so good when you get it..."and to the Operator it says, "this is a good game, you recover its greater cost from your locations and customers."

At the same time the original producer of a viable laser disc game **Cinematronics,** has bought out its second laser disc effort in both complete game and conversion kit form (for "Dragon's Lair"). It's called **"Space Ace"** and is somewhat similar to the earlier game insofar as it takes the form of an adventure journey towards a goal. According to Cinematronics' executives, it will carry "a somewhat higher price" to the Operator than did **"Dragon's Lair".** This is put down to nearly 100% greater development costs." It is also being put out in the form of a conversion kit applicable to "Dragon's Lair". This is as promised by the company upon the introduction of that game. Then, price of the conversion kit was reported to run to $1,000 - $1,200 for the new converted game. Though no figures were available at the time this was written, Cinematronics people were admitting that the conversion kit for "Dragon's Lair" would not be cheap as conversion kits for Videos go.

Bally
MIDWAY MFG. CO.

Service Bulletin

Game: Spy Hunter (U/R and S/D)

Subject: Sound In Attract Mode

1. Switch setting located at No. #1 switch (B3) sound I-O Board.
2. When switch 2 is **ON,** sound will be provided in the attract mode
3. When switch 2 is **OFF,** sound will not be provided in the attract mode.

Game: Spy Hunter (Upright & Sit Down)

Subject: Logic Board Interchanging Between Upright And Sit Down

1. Due to a connector change, the logic boards are not interchangeable.
2. I repeat, the boards are **not** interchangeable.

Bally's "Tapper" May Open Up New Promotional Medium

Bally Manufacturing Corporation, introduced "Tapper," (at the A.S.I. Show) a new video game built around a real product via a licensing agreement with **Budweiser, the "King of Beers."**

As the first major video game targeted at the adult market and only available for use in adult locations, Tapper is a first for both the video game and beverage industries.

Budweiser mugs and signage are prominent in the game. In one segment, **Tapper even plays the familiar "This Bud's for You" tune,** as Budweiser cans are featured in a variation of the old pea-under-the-shell game.

"We are pleased that the 'King of Beers' could be part of Bally's new adult game venture," said **Robert E. Mullane,** President and Chief Executive officer of Bally. "We think that the game will have great appeal in the bars and taverns and we think that retailers will benefit from having their customers relate to the fun of this new game," he said.

Segmentation New Tool For Video Game Marketers

According to Mullane, video games have traditionally been designed for arcade use with minimum attention paid to players other than teens and preteens. "Movies, records, books, sports — all other entertainment producers learned long ago that targeting specific projects for specific audiences is the key to success, even survival," Mullane said. "Test markets and initial response to Tapper, our first totally adult game, shows market segmentation may be an important marketing tool for video games too."

Market Testing Led To Game Changes

Bally's market research indicated that some basic changes were necessary to increase the game's adult appeal. "Though the trend is going toward 50 cent games, we found that the common man is more comfortable playing a shorter 25 cent game as long as challenge and enjoyment are present," Mullane said.

Bally also found players in adult locations are less intimidated by a game which plays at a slightly slower rate than games such as PacMan.

And, where youngsters will play until they master a game, adults will not invest more than two or three plays to understand it.

Tapper challenges an efficient "bartender" to pour and serve mugs of Budweiser to an array of bar patrons, rescue sliding glasses and nab profitable tips.

Thomas S. Nieman, Bally's director of market development, notes that test marketing was crucial in determining Tapper's final form.

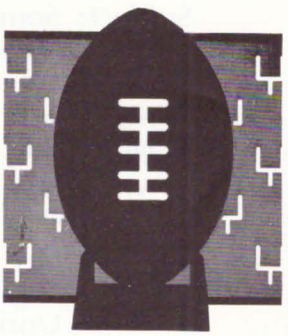
Heavy Female Appeal Revealed

"Our original version centered only on a western theme," Nieman said. "Initial reactions to Tapper, which revealed good female appeal, taught us that adult players wanted more variety in the scenes, more varied and interesting characters and some complexity in the play." To follow the western bar, Bally developed other backdrops including a punk rock setting and a space bar. Women, blacks and Hispanics are among the cartoon patrons. As the game advances, the player must zigzag the bartender from the end of one bar to the opposite end of the next — a moderate challenge in reflex and hand-eye coordination.

Another element setting Tapper apart from traditional arcade games is the addition of mug holders and a foot rail on the cabinet facilitate play in a barroom environment.

Service Bulletin

Bally MIDWAY MFG. CO.



Game: NFL Football

Subject: RCA VideoDisc Skipping

1. Side one of your VideoDisc is completely played through several times at Bally Midway to remove excessive oil. (Factory break-in)
2. Always use side one of your VideoDisc when inserting into a VideoDisc player in a new game to minimize skipping.
3. When additional cleaning is needed, unloading and loading the VideoDisc several times into the player cleans both the disc and stylus.
4. When side one is defective, use side two and repeat steps one and three.
5. In the field, step one can be done by starting the game and removing connector J-3 on the IPU Board. The VideoDisc player will now play completely through. (No video will appear on screen.)

CIRCUS CHARLIE™
RAUCHMAN ©84
Konami/centuri™

CIRCUS CHARLIE™

Circus Charlie is more fun than a barrel of monkeys (Although it has enough monkeys to satisfy just about anyone). But don't be fooled by this playful little character ... Circus Charlie is one tough little cookie and he always seems to be in trouble.

It's Your Choice
Circus Charlie is a six-ring circus ... and you choose which event you want to play up to a maximum of 5 times. Remember, you must complete each screen as quickly as possible for bonus points and, if time runs out, you lose one Charlie ... So ladies and gentlemen and children of all ages ... step right up to Circus Charlie.

Dimensions

Upright

Height	73″	185.4 cm.
Width	28″	71.1 cm.
Length	32″	81.3 cm.
Weight	330 lbs.	149.7 kg.

Cocktail Table

Height	30″	76. cm.
Length	34″	85.6 cm.
Width	22″	56.3 cm.
Weight	200 lbs.	90.0 kg.

Available in Cocktail Table Model.

Fire Rings
With the aid of a joystick and jump button, maneuver Charlie through the fire rings while collecting money bags. Just don't get burned.

Tight Rope
Move Charlie along the high wire, and jump over the monkeys ... touch a monkey and goodbye Charlie.

Konami®/centuri™

CIRCUS CHARLIE™

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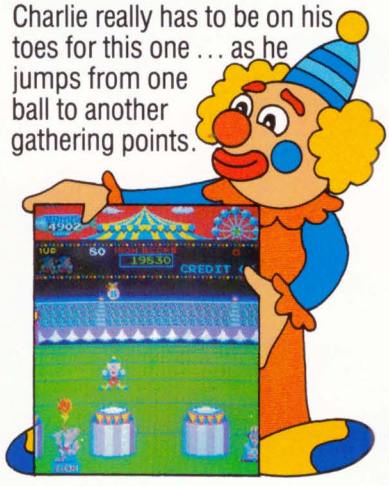
Ball Walk
Charlie really has to be on his toes for this one ... as he jumps from one ball to another gathering points.



Horseback
This is where Charlie gets put to the test as he jumps from a running horse to a springboard and then back to the horse.

CENTURI, INC.
245 West 74 Pl., Hialeah, FL 33014
Phone: 305-558-5200
Telex: 803694
ANSB Centuri • Cable CENTURI

Trampoline
Use the joystick to get Charlie from one trampoline to another ... but watch out for fire torches along the way.

Flying Trapeze
If all goes well, Charlie flies through the air with the greatest of ease ... If not, whoops, there goes Charlie.

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We're Inventing What The Future Will Bring.

WARNING

The Circus Charlie video game in the upright and cocktail table models is manufactured under license from Konami Industry Company Ltd., and sold in the United States, Canada, Central and South America, exclusively by Centuri, Inc.

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Armor Attack	325.00
Super Pac Man	1,495.00
Tempest	695.00
Tron	1,495.00

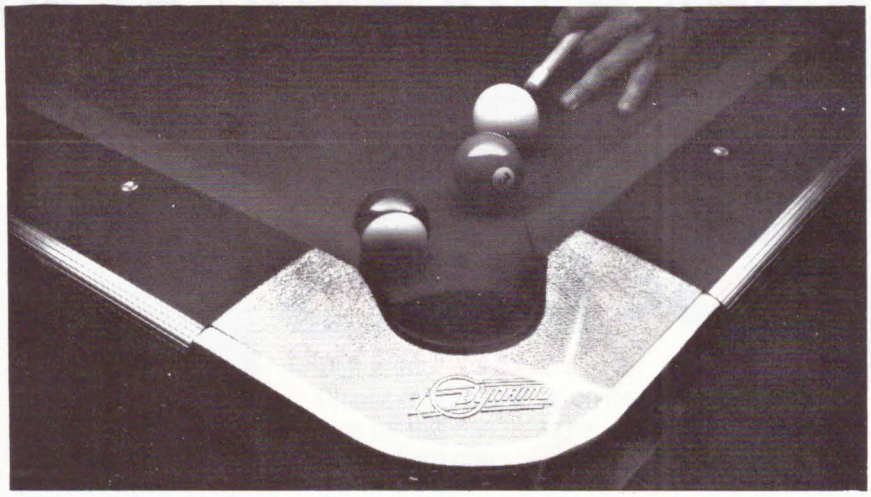
Coin Controls Intros New Catalog

Coin Controls, Inc. has announced the arrival of their new 28-page catalog for the coin machine industry. **President Frank Happ stated,** "We are extremely proud of our new 1984 catalog. For the first time we are offering multi-coin electronic acceptors, and at the other end of the spectrum, we are introducing our new 'Gold Mech' which we believe to be the best value in a single coin acceptor in our industry."

Also contained in this new catalog is the firm's complete line of joysticks, "Drive Ball" and pushbutton control assemblies.

Customers who wish to receive a free copy of the 1984 Coin Controls catalog may write: Coin Controls, Inc., 2609 Greenleaf Ave., Elk Grove Village, IL 60007; telephone 312/228-1810.

Dynamo Corporation Adds Impact-Resistant Corners On Big D Pool Table



Dynamo Corporation recently announced it has incorporated impact-resistant, virtually indestructible corners as a standard feature on its highly popular Big D pool table.

Constructed of polystyrene structural foam, the new corner provides resistance to scratching, chipping, denting and other damage which usually occurs during transportation and normal location use. The corner's simulated wood grain finish and deep rich color complement the table's rails, side panels, and legs, and its integration into the table structure further enhances the strength of the cabinet.

"This new corner feature is another example of our continuing efforts to offer the highest quality table at the lowest possible price to help the operator increase his profits," **said Mark Struhs,** vice president of sales and marketing for Dynamo.

"Maintenance of the new corner and the table legs — made of the same material and already standard equipment on the Big D table — consists of an occasional touch-up with Olde English liquid polish," Struhs said. "And," he continued, "they are easily removed and interchanged with all Big D tables shipped after August 1, 1983."

Dynamo, a Grand Prairie, Texas-based firm is one of the nation's largest manufacturers of coin-operated pool tables and foosball tables.

New Standard Changer Changes $1, $2 and $5 Bills

Standard Change-Makers, Inc. of Indianapolis and Montreal, Canada, has introduced a new microprocessor controlled **Bill/Coin Changer that changes $1, $2 and $5 bills, plus coins, in the same machine.**

Like other Standard Computer Changers, these new 3-bill changers are available in both floor console and wall-mounted maximum security cabinets.

They can include from 1 to 4 bulk-loading hoppers that hold up to $800 (3,200) quarters, $750 (7,500) dimes or $200 (4,000) nickels.

They include bill stackers that automatically separate, face and stack up to 1,100 bills.

They add, substract, totalize, accumulate, audit themselves and even self-diagnose any problems that might occur.

While these changers can be custom-assembled to fit the owner's exact needs, following is a description of two of the most popular floor console and wall-mounted models:

Model PS8315C Floor Console changes $1, $2 and $5 bills, plus quarters ($1 into 4 quarters, $2 into 8 quarters, $5 into 20 quarters and quarters into 2 dimes and a nickel).

Exidy's

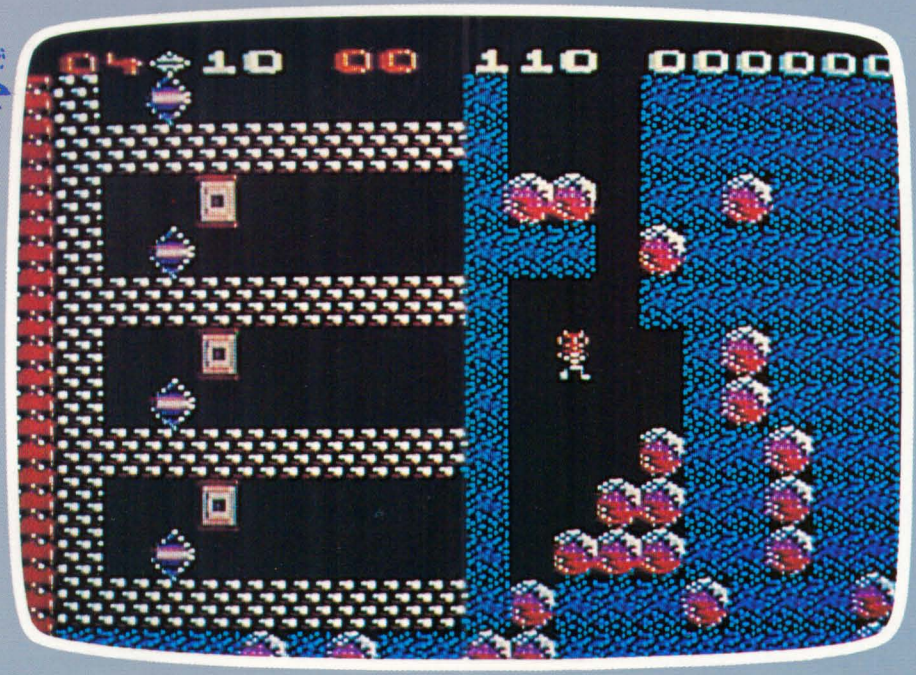
MAX-A-FLEX™

(MAXIMUM FLEXIBLE GAME SYSTEM)

THE FIRST STAR IN CONVERSIONS

EXIDY, INC., America's pioneer in the coin-op video game industry, and First Star Software, Inc., a recognized leader in the home video game marketplace, have teamed together to provide the distributors and operators of the world with **MAX-A-FLEX™**... THE ULTIMATE CONVERSION SYSTEM.

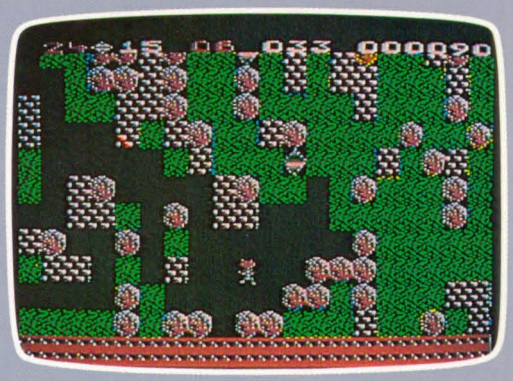
Four Games Available Now!



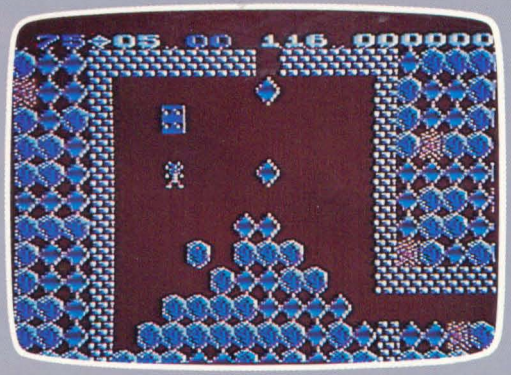
Featuring

FIRST STAR SOFTWARE INC™

BOULDER DASH™



Actual Game Screen



Actual Game Screen

The ultimate underground journey, but be forewarned—nothing less than perfection is required! **Boulder Dash**™ will challenge your mind and reflexes like no other game!

Rockford™ digs feverishly, as boulders crash down all around him, through 16 mystical caves and 5 levels of difficulties.

In his restless quest for gleaming jewels, Rockford works around walls of rock and avoids swirling fireflies. To win, he must turn his enemies into opportunities! He drops boulders through an enchanted wall, blocks the growing amoeba, transforms butterflies—magically turning them into precious stones! If he collects his required number of diamonds, the mysterious escape tunnel is revealed. After every 4 caves this is a *playable intermission.*

It will take all the strategy and thought you can muster to master the "physics" of **Boulder Dash.** Join Rockford and experience the excitement and beauty that awaits you.

Quick Change–Low Cost

CONVERSIONS take just two minutes! Simply change the software cartridge and logo plex . . . you have another top-earning game ready to go at a price that will guarantee maximum **R.O.I.**

Also Available Now... More Exciting Games

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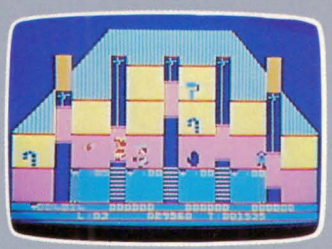

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Fully animated characters, music, sound effects, multiple screens and hi-res graphics. You can't help but want to add Bristles to your collection.

Flip and Flop™

Great animations, 36 levels of play, 13 different game screens, fully orchestrated music . . . guaranteed to make you flip!

MAX-A- FLEX™

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National Advertising Campaign Features Wizard's Castle Location

"Bauer Shoes Focus On Video Games Backdrop"

J. Walter Thompson Company, world's largest ad agency, chose **Wizard's Castle's Scarborough Town Centre arcade** as the shoot location for a forth coming Bauer Running Shoes national "transit-ad" campaign.

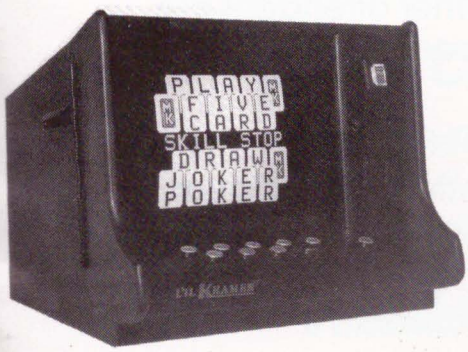
The Wizard's Castle store and marquis are to be featured on public transit poster cards across Canada as a subliminal "youth perception" link for a new line of the Bauer company's athletic footwear.

Originally viewed by the Wizard's Castle front office as a tenuous "local promotion", Doug Williams, account supervisor at J.W.T. stated "The campaign is national and will run from the Maritimes to Victoria B.C. The promotional consideration you will receive is actually much greater than you had anticipated".

Oddly enough, **Toronto's City-T.V.** took advantage of the closed and quiet setting to film a piece about the new **"NFL Football" game** for regional news broadcast as well as footage on the Wizard's Castle "Top 10" video games for use in a new music programme called "Toronto Rocks".

With so much consistent exposure on television, radio and in the press, Wizard's Castle is quickly establishing itself as Canada's Top official "on site" media connection.

L'il Kramer™ Counter Top



A truly new and exiting game of skill **by Kramer Mfg.** To get a winning poker hand the player must use his eye and hand coordination to stop cards which are flashing on the screen.

Adult Entertainment Ideal For Bars And Lounges

This new game features:

- Hi Lo Double-up
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- Size 16" × 18" × 22"
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and we mean
everyone!!!!

For making ASI/84 an outstanding success in every way!

FORGET THE FIRST TIME EFFORT . . .
measure it by any standard and it still comes out a WINNER!

For Exhibitors, Distributors, Operators and all other attendees the show exceeded even the most optimistic expectations.

The Amusement Game Manufacturers Association, the Amusement & Vending Machine Distributors Association and Show Management wish to express their sincerest gratitude to all those who made it possible for this exciting new marketplace to make such an impressive and memorable debut!

We also want to extend congratulations to the following "special" ASI winners:

VIDEO GAME WINNERS

Game Plan Sharpshooter II Pinball
Gregory S. Baker, Coyote Amusements
Nick A. Alleruzzo, Play It Again, Inc.

Digital Controls Little Casino II Tabletop
Pamela Fischer, Foto's Copies, Inc.
Francois A. Ramey, AA Ramey Co.

Atari Crystal Castle Upright
David Belghle, JBB Corp.
Jeffrey Neumann, Play It Again Video

Exidy, Inc. Fax II Elegante
M. Paisley, M&M Vending
George Pappas, D. C. Amusement

Taito America Exerion Kit
Jack Zuckerman, Games People Play

Taito America Elevator Action Kit
Dennis R. Atkinson, Memory Lane Arcade

Bally Goldball Pinball
James Pittro, Wood County Amusements

Bally Discs/of Tron Environmental Cabinet
Nance Panzke, Hi-Fi Music Co.

Stern Electronics Great Guns Upright
Dorothy Ableman, Instrumentation Services, Inc.

Stern Electronics Goal to Go Upright
Mark Carter, Micro Electronics Service

Centuri Track & Field Upright
Jerry Johnson, H.A. Franz

Centuri Circus Charlie Upright
Derek Bilcliffe, Western Automatic Amusements

HAWAII TOUR WINNER

Two free round trip airline tickets to Hawaii

Isabel Birdsall, Scandia Sports, Inc.

SHOW PACKAGE WINNER

Transportation to show, hotel accommodations, and show and seminar admission

Roger Schimm, Video Vend, Inc.

GRAND PRIZE WINNER

1984 Chrysler LeBaron Town & Country Convertible

Curtis Zimmerman, Schaumburg, IL

ASI Grand Prize winner Curtis Zimmerman (center) is presented with the keys to a brand new Chrysler LeBaron by Glenn Braswell (left), executive director of AGMA, and Joe Robbins, president of AGMA.

You can be a winner, too!

Plan now to attend the 1985 edition of the AMUSEMENT SHOWCASE INTERNATIONAL, the coin-operated amusement industry's premier marketplace!

1985 Amusement Showcase International

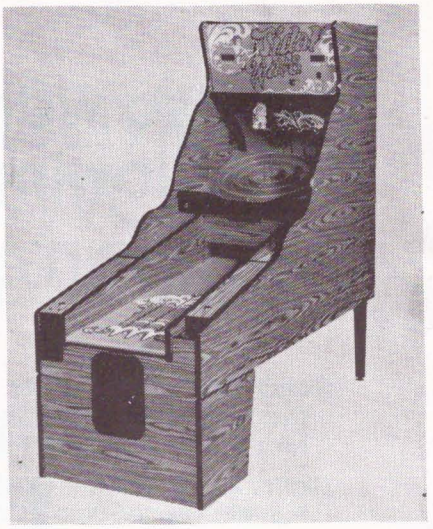
March 1-3 • Expocenter/Downtown Chicago

Exidy's

Tidal Wave

— 50¢ Play Appeals To All Ages And All Locations

Exidy, Inc. introduced its all new competitive one or two player ball roll-up game — TIDAL WAVE.

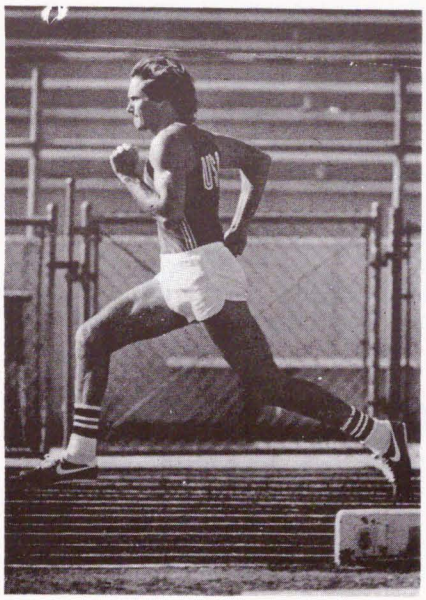


Designed to make a "big splash" in all types of locations, **TIDAL WAVE's** compact 6' length and 50¢ per game earning power make it a top notch investment for today's operator.

TIDAL WAVE features a solid state audio system with realistic ship and sea sounds, microprocessor scoring with digital readout, and flashes the day's high score between games. Hitting the moving surfer target doubles the ball score to reward the more skillful player.

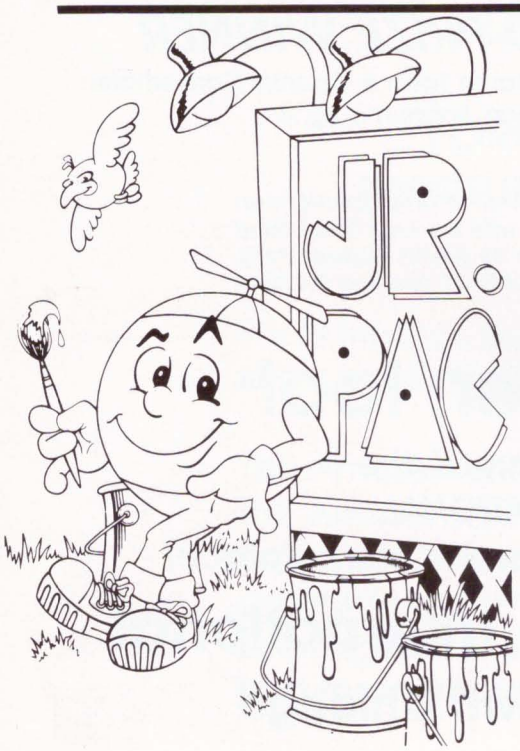
TIDAL WAVE, a game that appeals to players of all ages, is perfect for bars, taverns, arcades and theme restaurants. Or bank them, using the optional ticket dispensor, at amusement parks, trailor-mounted fairs, carnivals, and circuses. There's no end to the possibilities.

Stern's New "Gold Medal" To Feature Olympic Star Jenner



JENNER ENDORSEMENT — Olympic Gold Medalist **Bruce Jenner runs**, jumps and throws for **Stern Electronics, Inc.**, in the factory's new video arcade game, **"Gold Medal,"** which is scheduled to be introduced in March.

"Gold Medal," described by Stern as the first video arcade game to star a celebrity in this field, is a totally interactive state-of-the-art laser disc "mini movie" featuring actual video tape footage of Jenner competing in various Olympic-style events. One or two players control the computer-generated animated characters to try to beat Jenner.



Jr. Pac-Man — Available In Conversion Kit For Pac-Man Or Ms. Pac-Man

Bally Midway's new addition to the First Family of video games, JUNIOR PAC-MAN™ is an entirely new game, that's also available in a conversion kit for **Pac-Man or Ms. Pac-Man.**

JUNIOR PAC-MAN™ has inherited the best qualities of his most illustrious parents. Junior's definitely a chip off the old block with the famous look and feel of Pac-Man and Ms. Pac-Man.

Notice the family resemblance in Junior's maze: he's got the same strategies as his Pac-pop, but a scrolling horizontal maze and six energy dots provide Junior with more room to move. As he gobbles his way through the maze, Junior also picks up floating bonus objects.

And while Junior has inherited his father's voracious appetite, he's got his mother's eye for spotting ghost monsters like the new Yum-Yum™.

The JUNIOR PAC-MAN™ conversion kit consists of a logic board, header glass, monitor glass, control and front panel overlays, making Junior feel right at home in any existing Pac-Man or Ms. Pac-Man game. To keep it in the family, JUNIOR PAC-MAN™ is also available in his own cabinet. That way, the Pac-Family™ that's played together stays together.

Bally MIDWAY MFG. CO.

Bally Midway introduces **SPY HUNTER,** the new high-speed chase game that promises to be the driving challenge of 1984. Like the greatest of secret-agent movie heroes, SPY HUNTER puts the player behind the wheel of the world's most incredible driving machine.

As tire-slashing enemy, vehicles attempt to eliminate SPY HUNTER, our debonair driver must rely on a limited supply of deterrent smoke screens, oil slicks or machine guns. The deadly helicopter that swarms above can only be destroyed by the vehicle's seeking missiles.

The driver must replenish his defenses by entering a moving weapons van. New twists of danger lurk behind every turn in this exciting battle of spy-versus-spy.

The not-so-secret tests on location shows SPY HUNTER to be an uncompromising competitor in the race for consistently high earnings.

This game was placed at a medium-sized arcade that houses approximately 45 games. It was at this location for 5 weeks and is in the race for consistently high earnings and that it "sped to the top and retained its lead position for a five-week initial testing period."

More information about 'Spy Hunter' may be obtained by calling your Bally/Midway distributor or contacting the factory for referral at: 10601 W. Belmont Ave., Franklin Park, IL 60131; 312/451-9200.

Interlogic Intros New "Mega Zone" Conversion Kit

Ride the amphibious rocket tank to big profits with Konami/interlogic's top earning conversion kit.

Your Mission: To advance through enemy territory and destroy the ominous "Command Tower".

Take position in your amphibious rocket tank. By use of the 8-way joystick and fire button, you must choose your path carefully and take precise aim while keeping watch of the enemy's every move. You encounter a multitude of enemies which varies depending on which path you choose. The most powerful of all the enemies is a figure fashioned after an eyeball.

When you collect twelve power pods, "MEG" appears on the screen, In consuming "MEG" your size and fire power triple by joining forces with one of the remaining tanks — And you'll need to! Some enemies can only be destroyed by multiple hits!

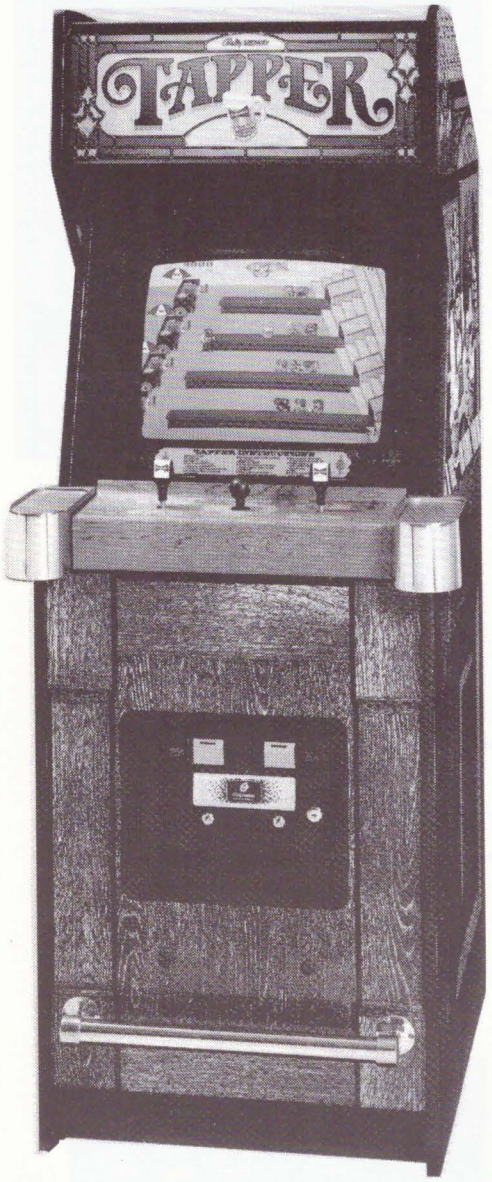
The screen continues until you reach the MEGAZONE™ and annihilate the Command Tower which is only vulnerable when open. Your next mission awaits . . .

Megazone Conversion Kit Contents

- Main Printed Circuit Board
- P.C.B. Cage (FCC Required)
- Connecting Wiring Harness
- 8-Way Joystick
- Marquee (Header) Overlay
- Side Panel Graphics (Left and Right)
- Control Panel Overlay
- Control Button Decals (2 Sets) (1 Player, 2 Player, Fire)
- Player Instructin Decal
- Copyright Seal (For Marquee)
- Technical Instruction Manual
- Schematics
- Registration Card

For Your Local Distributor Contact:
Interlogic, Inc. (312) 671-0305
Rosemont, Illinois 60018

Bally's "Tapper" Fun Filled Beer Game . . . Ideal For Street Locations & Adult Locations



"Tapper" which puts the player behind the bars of some outrageously populated "watering holes," is a new video game being introduced by **Bally Midway Mfg. Co.** — and it is made to order for the street location.

Tapper requires the player as an efficient "bartender" to pour and serve mugs of beer to an endless parade of bar patrons, as well as rescue their sliding empty glasses, and nab profitable tips before any customer reaches the end of any of the multiple bars.

There are four different scenes so the frenzied play action continuously prevails and for added challenge there's a bonus rack, featuring the "beer bandit" who shakes five cans from a six-pack, the player's objective being to pick the unshaken can for a bonus. Choosing the wrong can activates a foamy surprise.

Beginner bartenders get their on-the-job Tapper training in the hubbub of a country-western bar; progressing pourers advance their technique at an outdoor sports bar. And then there are the professional suds-slingers who do their pouring in an out-of-this-world cantina, rivaling any earthly establishment for its variety of clientele.

Bookkeeping Functions Also

Tapper utilizes the MCR 111 Computer Logic System by Bally Midway, which provides exceptional levels of animation, dianostics and bookkeeping functions for the benefit of the operator.

The new model will be available through factory distributors and further information may be obtained by contacting Bally Midway Mfg. Co., at 10601 W. Belmont Ave., Franklin Park, Illinois 60131.

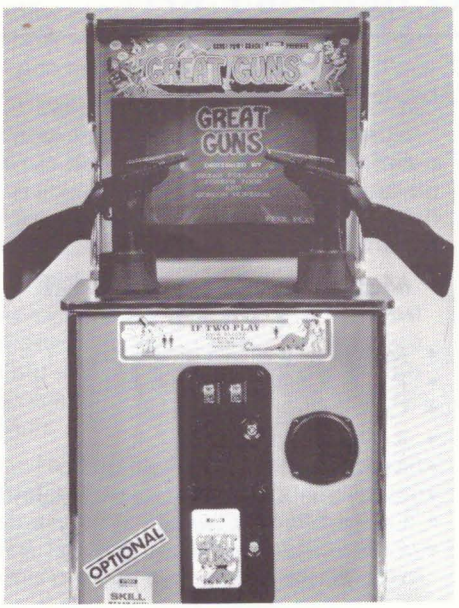
First commercial approach. Tapper is the first game built around a third-party commercial product — Budweiser. Will commercial cross-overs become the trend? Will video games become a new promotional vehicle?

Stern's "Great Guns" Earning Top Money On Location

Stern Electronics, Inc. introduced, **GREAT GUNS,** a twin woodstock gun video game with all the player appeal of gun games of years past — plus **many, many new** features made possible by Stern's engineering expertise and technology.

Two Player

Great Guns is a one or two player game presenting an attractive scenic and sharply defined series of target racks which generates competitive challenge for the players — thus insuring steady income and earnings throughout the continuous long life and popularity of the game . . . as test locations have proven.



- A variety of target scenes are progressively offered to the player. A total of nine (9) tantalizing scenes are possible depending on the players skill in shooting.
- A fixed number of bullets are made available at the start of each game (number of bullets are adjustable).

Realistic Audio To Match Differenct Scenes

- When two (2) players play — a bonus of additional bullets is awarded each player.
- Additional bullets are awarded to players through skillful shot scoring.
- Target "Hit Zones" are adjustable from "easy" to "medium" to "difficult".
- **Special Option Accessory** — Great Guns can be supplied with "Skill Return" feature which will return player's coin or token in obtaining a pre-set score (adjustable).
- **Great Guns,** a game for **All Locations** and **All Seasons,** and is **Sized for the "STREET LOCATION"**

Contact:
Stern Seeburg, 700 Chase,
Elk Grove Village, Illinois 60007
(312) 981-9600

A Fun Movie Version Game By Status

— Status Intros "The Lazer Shuffle"

Full Color & Sound, Live Action, Interactive Laser Video Disc Movie Production

A Status first, a full color and sound, live action, interactive laser video disc movie production called **"The Laser Shuffle"** has been shown, tested and is now being marketed.

An Entertaining Adult Poker Laser Video Disc Game — * play for amusement only *

Laser Shuffle uses actual film footage of live actors and actresses on a Laser Video Disc. It includes two large color monitors, one for the cast of characters and one for your poker hand. All this packaged in a sturdy solid wood cabinet.

Great laughter greets your play — as colorful movie actors play opposite you — from the sexy showgirls and cigar chomping card sharks . . . a truly entertaining and laughter filled play.

"The higher your hand, the more you will receive. The act you watch you won't believe.

Try for a royal flush to see the Ultimate.

"Orders are starting to back up for the game and there has been positive national recognition of "The Laser Shuffle".

The game is packaged neatly in a beautiful wood grain cabinet. A two fold purpose presented in the game is the interactive play with the professionally produced movie to coincide with each play. "And its still a quarter to play".

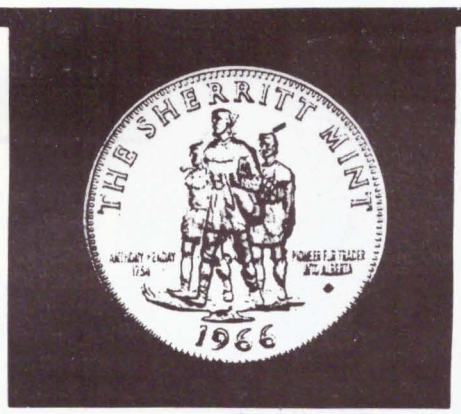
Laser Shuffle Features

- Stereo Sound
- Uses 19" color monitor to display entertaining movie film
- Uses 13" color monitor to display amusement poker game
- Video disc player
- double coin entry
- Front cash box door
- Chrome lit button panel
- Easy accessibility for maintenance

Contact:

Status Games

- 17A Culbro Park,
  West Hartford, CT 06110
  Telephone: (203) 278-1397
- 20 Stern Avenue,
  Springfield, NJ 07081
  Telephone: (201) 379-7240



Custom minting since 1966

Coins, medals, medallions and tokens for games, casinos transit, bridges, parking, trade, awards and commemorations.
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613-729-1999

ASI Show Exceeds Sponsors' Goals

The coin-operated amusement industry's newest marketplace made its debut February 17-19 at the Expocenter in downtown Chicago as more than 100 manufacturers unveiled their 1984 spring lines to operators and distributors from throughout the world at the **ASI Show.**

With a total registration of 4,400, the first Amusement Showcase International exceeded the goals set by its sponsors, the Amusement Game Manufacturers Association (AGMA) and the Amusement & Vending Machine Distributors Association (AVMDA). The two organizations had joined forces in an effort to create a marketplace which was responsive to the unique needs of each segment of the industry.

"Our exhibiting members were extremely pleased with the excellent marketing opportunity which the Showcase presented," said **Glenn Braswell,** AGMA executive director. "The exhibitors were very happy with the quality audience of influential buyers which the show attracted, and also with the outstanding show facilities provided by the Expocenter."

Braswell noted that the show's liberal badge policy, enabling exhibiting firms to provide free badges to their best customers, hindered accurate classification of all attendees. "We estimate that of the total registration, approximately 1,000 were exhibitor personnel, with the remainder being operator and distributors," he said. "Next year, a more structured registration format will eliminate the problem."

In addition to the 50,000 square foot trade show, ASI also featured a comprehensive educational program offering more than 20 sessions covering timely topics of concern to operators and distributors. There was also a technical services room which was open during show hours, allowing attendees to obtain expert advice on solving a variety of problems.

"In terms of education, **ASI** was an enriching experience for all who attended," said **Ed Doris,** executive director of AVMDA. "Distributors and operators alike profited from the excellent seminar program and, of course, the chance to see the new developments from the industry's most innovative suppliers."

A series of prizes was given away in conjunction with the show, including a total of 16 video games, two round-trip airline tickets to Hawaii and a 1984 Chrysler LeBaron Town & Country convertible.

Planning has already begun for the 1985 Amusement Showcase International which will be held March 1-3 at the Expocenter in downtown Chicago.

Taito's "10-Yard Fight" Football Video

Has All The Actions And Sounds Of The Football Stadium

It's 3rd and 10. The crowd is on its feet. Cheers fill the stadium. "36-88-24. Hut-hut-hut." The ball is snapped. You grip the hard, cold pigskin and the game is in your hands. You scramble left to avoid a flying tackle and look downfield. A receiver is open. You pump for a forward pass. It's complete for a 10 yard gain and a 1st down!

10-YARD FIGHT, the 1- or 2-player action-packed video licensed by Irem Corp. exclusively to **Taito America,** is kicking off a bigger and better season for operators everywhere.

"10-YARD FIGHT lets all those armchair quarterbacks take the field and take control, calling plays, running with the ball, passing, throwing laterals, scoring touchdowns and points after. If they're good enough, they can become football heroes, superstars in the Super Bowl, be applauded by crowds and cheerleaders," says **Paul R. Moriarity, President of Taito America.** "It's an American dream come true."

The player must score a touchdown in the time allotted to go from high school and college all the way to the Pros and the Super Bowl. Each level begins with the player carrying the ball on the kick-off as far up the field as he can before being tackled. Then he's in control as quarterback, running or passing to a receiver who lets him know he's open by waving his arms. An intercepted pass means a 20 yard penalty, points after can be scored by kicking the ball or running with it into the end zone and the clock is stopped when the player runs out of bounds.

10-YARD FIGHT has players scoring like Pros on the field . . . and all the action and sounds of the stadium plus the continuous play feature have operators scoring big at the cashbox.

Bally's New Kings Of Steel™ Pinball Has Exciting Visual And Audio Action

KINGS OF STEEL™ debuts from Bally Midway as an exciting, feature-packed four player pinball game. In the new tradition of Eight-Ball Deluxe™ and X's and O's™, **KINGS OF STEEL** is an up-to-date version of the ever-popular playing card theme.

Multiple skill shots make KINGS OF STEEL a pinball player's game. Sequencing drop targets for combinations, tunnel shots, saucers, rollovers and a center target feature, all challenge the player. But KINGS OF STEEL doesn't lose its straight forward approach to pinball play. Its features enhance the feel of the game in the same manner of other recent Bally Midway pinball hits.

KINGS OF STEEL features exciting graphics of dueling knights and playing cards. And the sound package accents and adds the finishing touch to KINGS OF STEEL.

Introduced at the recent ASI Convention, KINGS OF STEEL is ready for battle in your marketplace. See it at your Bally Midway authorized distributor today.

Amusement Emporium Named Exclusive Dist. For Starpoint And Hantarex

The Amusement Emporium Inc., Englewood, CO, has been named the exclusive North American distributor for **Starpoint Ltd.,** manufacturers of illuminated push button assemblies and **Hantarex USA**, the largest manufacturer of video monitors in Europe.

A complete line of products from both firms will be stocked at the Colorado and New Jersey warehouses.

An extensive line of component parts will be available for both switch assemblies and monitors. New items being released by Starpoint include a two step molded switch which gives a distinctive black & white look to the button assembly.

Further information can be obtained by calling the Amusement Emporium, 6880 South Emporia Street, Englewood, Colorado 80112,

Video Outpost:
ENCASE your investment in SECURITY

Protect and preserve expensive video games with the weather- and vandal-resistant **VIDEO OUTPOST**, a tough security encasement that accommodates any two video games. Players have access only to game controls; fully adjustable steel bars cover the coin doors; cabinet graphics use the latest in graffiti-proof, rust-proof, scratch-proof techniques. Bullet-proof view shields and nighttime lock up panels.

For more information on the many features of The Video Outpost, or the name of the distributor nearest you, call:

ALL-WEATHER AMUSEMENTS
5 Patricia Lane • Spring Valley, NY 10977
914/354-3095
"Ask about our Show Specials!"

Hottest New Action Game

By Data East

This is a very colorful, unique new concept featuring **BOOMER,** the cute little prehistoric man exploring dangerous lands while in quest of the TREASURES. By conquering all the treasures and spelling out BOOMER RANG'R, you move on to a challenging new world. Some of the exciting new features are:

The Boomer Rang when thrown hurls out in a semi-circle and returns eliminating everything in its path.

Ride the Dinosaur. Boomer can knock the nasty native off the fire throwing dinosaur with his boomer rang and mount the dinosaur gaining increased mobility and deadly fire power.

There is a full scale, authentic audio track, with high resolution graphics providing sharp color separation.

The Verticle and Horizontal scrolling providing 36 different screens.

Boomer Rang'R will be available as a *dedicated upright* and a *complete P.C.B. conversion kit,* to accommodate your needs. The P.C.B. conversion kit *will work* in **Data East's DECO cassette systems** with a simple male/female type adapter that Data East will make available.

"Tom Petit, V.P. of Sales said, "Test reports insist that I strongly urge you to take advantage of this exciting new game. Either as a P.C.B. conversion kit or dedicated upright, this product provides great game play and strong earnings and is priced at a true value."

Taito's New "EXERION . . . " The Perfect "Space" Game

. . . Also Available As Conversion Kit

If space is at a premium at your location, or if a brand new outer space game is just what you need to pick up profits, **Taito America Corporation** can help.

EXERION, their latest video entry licensed exclusively to them by Jaleco Ltd. and available as a universal conversion kit, is a futuristic adventure of brilliant colors and imaginative creatures that become more and more challenging as play progresses. Alien birds, bats and winged beasts attack the fighter ship which is armed with both a rapid-fire gun and dual space cannons. If the player used his rapid-fire gun too often, he loses critical charges that can be re-energized only by on-target accuracy with the dual cannons.

Larger-than-life mutant space birds that attack with heat-seeking missiles take eight hits to be destroyed, each hit changing the birds' color to a different hue.

"**EXERION** will give players the excitement of a new, action-packed strategic outer space war. And, as a priced-right universal conversion kit for all color raster-scan monitor games, **EXERION will turn space-takers into money-makers for the operator,**" **says Paul Moriarity, President of Taito America.**

Kramer Seeking Canadian Distributors For New "4 In 1 Game"

M. Kramer Mfg. Co, announces that their new exciting "Just 4 Fun" (4 in 1 game) is now being shipped.

It is 4 games played at the players choice.

The Four Games Are:

- RIVERBOAT POKER
- BLACKJACK
- ACEY-DUCEY
- SKILLDRAW POKER

The game is the all **NEW MODE 4000,** designed to bring you th highest quality in Video Card Games The graphics are completely new wit very precise and clear playe instructions.

Mr. Kramer said: "The 4 in 1 game has all the technology and quality tha goes into a Kramergame™, and this game is electronically cheat proof."

The production department has been increased to meet the demand on this new game, and Mr. Kramer says he will make every effort to ship your games within 7 days of your order.

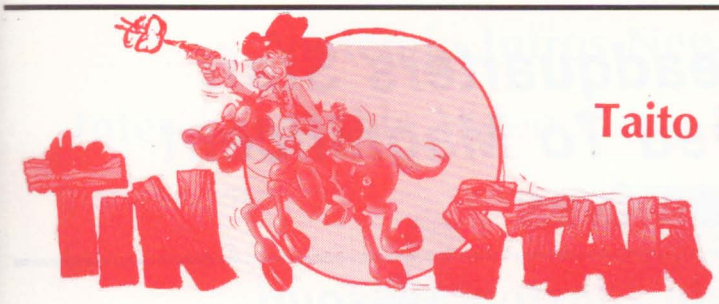
For Information Call: 201-367-7810
M. Kramer Mfg. Co.
1100 Towbin Avenue
Lakewood, N.J. 08701

Cobra Command By Data East

Data East introduced their challenging new **LASER DISK** that features one of the top developments in motion picture and televsion programming in years, an ultra modern "seek and destroy" helicopter armed with sophisticated weaponry. This concept demonstrates the latest technologies in laser disk development and programming.

Cobra Command will be available in:

- Full conversion kit for BEGA'S BATTLE.
- Full conversion kit for other manufactors Laser Disk video games, check with your distributor for all the details.
- Dedicated Upright and Sit Down.



Taito Intros

'Root-Tootin' Gun Game

People everywhere are on the look-out for old-fashioned fun and heroic action, and operators in all types of locations are on the look-out for bring 'em back excitement and profits.

THE TIN STAR is Zeke's latest adventure, this time as a sharp-shootin', root-tootin' Sheriff out to tame the wild west in the days when man's best friend was his horse. On the side of law and order and behind the tin star, Gitalong Zeke rides into town to protect the people from no-good bandits and varmints.

On the streets at high noon, Zeke must shoot his way out of an ambush as the bad guys fire at him from the roof tops, windows, doors and the street. Barrels are rolled at him, too, to divert his attention and knock him flat. From here, the action moves inside the saloon where Gitalong Zeke can score double points by shooting from the top of the table. Next, a corral brawl has Zeke quick on the draw and scoring double points by climbing ladders and jumping on the bandits.

Finally, there's the bonus round in the open desert where lonesome lawman Zeke can double his score by shooting the hombre from his horse.

The hitch for this Gitalong is that subsequent rounds get harder and harder. But scoring 1000 points (operator adjustable) earns an additional star.

Everyone's out to get THE TIN STAR. . .and THE TIN STAR is out to get quick-on-the-draw profits.

Contact:
Taito America Corporation
1256 Estes Ave,
Elk Grove Village, IL 60007
(312) 981-1000, Telex 25-3290

Data East's Tag Team Wrestling Gets You In The Ring Fighting Too

Data East USA, Inc. announces The Main Event-**TAG TEAM WRESTLING.** Currently the top earning game in Japan, Tag Team Wrestling offers a new dimension in an interactive action game.

Roar Of Crowd & Audio Creates Excitement

Available in dedicated P.C.B. upright machines, the new game pits the player against the formidible "Mad Mauler" team. At the start of the game, the four combatants disrobe as the announcer introduces the teams, to the roar of the highly animated spectators. The action starts quickly as the "Mauler" circles around the ring in preparation for the game player's joystick-controlled attack.

The first objective is to move the joystick to grab the opponent while his arms are down. Continuous stick movement changes the holds of the wrestlers. When *attack* appears on the screen, the player has 3 seconds to push-button select one of 12 separate moves such as "Drop Kick", "Pile Driver," "Cobra Twist", "Karate Chop", "Straight Jab", "Rear Drop", etc. Certain moves work best against each opponent.

When a combatant is thrown down, the player can use a second pushbutton to attempt to pin the man while the fastmoving referee counts "1, 2". . . A power indicator at the top of the screen tells the players his wrestler's strength level which can be restored to high power by tagging a teammate.

Realistic Theme

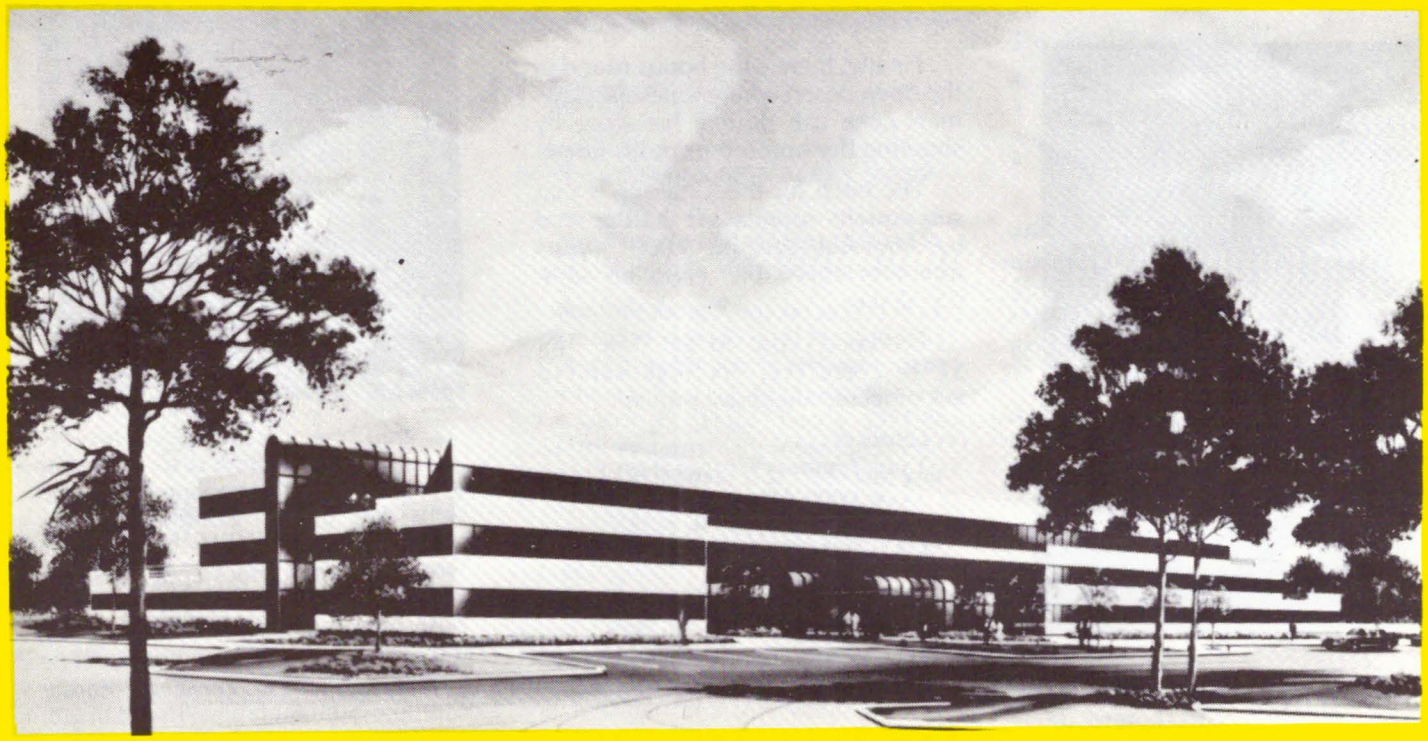
Realism both graphically and strategically are TAG TEAM'S forte; this attention to detail is carried out even when a wrestler is thrown from the ring as a spectator runs from the stands to join the fray.

TAG TEAM offers a level of graphic realism and exciting playability that should assure the games long term success in both street and arcade locations.

This game is ony one of an exciting new product line up coming from Data East in 1984.

Coin Acceptors Headquarters Staff And Functions Moved To Magnificent New Premises

R.C. Trieman Building In Clayton Missouri



On the first of December 1983 some one hundred and sixty-five delighted people look up their jobs in a splendid new ultra modern building sited in Clayton, Missouri. Clayton can best be described as a high class suburb of St. Louis, Missouri, lying about six miles from the centre of the city. Designated the "R.C. Trieman building," the name tells part of the story, for the **late Claude Trieman** was the founder and Chief executive of **Coin Acceptors Incorporated.** Mr. Trieman was killed in the crash of his personal jet aircraft last November a year ago. . .The new headquarters for his company was one of his personal projects: one to which he had devoted considerable time over the past five years. This involved working along with architects so that the completed building would be as he wanted it to provide a structure where his top employees could work comfortably, efficiently, and happily.

That people should have a congenial place to spend their working lives is excellent industrial philosophy, the more so when their jobs involve administration, world wide sales, research development and engineering in respect of new products, and all the other services required of people running a large multinational company. Within the three storied building's basement are eating, health and recreational facilities for employees.

Coin Acceptors Inc's new office building houses all these departments to which should be added offices dealing with industrial engineering, finances, production control, purchasing, inventory control, data processing, field service, quality control, and of course, executive offices. The new premises provide 100,000 square feet of space, some 2.3 acres.

From here, Coin Acceptors employees direct the company's fortunes in the U.S. and overseas, determine and design the products which will be made by the firm and sell them.

The new facility administers and oversees three North American plants producing the company's lines of goods and associated wares or, components. One plant is in Highim, Missouri, which makes changers and coin mechanisms employing 400 people. Two hundred miles Southwest of St. Louis at Mountain View, Missouri, is another plant which makes all the metal fabricated parts used and also does plating, with 300 employees. A third factory, also having 300 workers, is in Puerto Rico and this plant produces all the motors, transformers, relays, electrical parts and injection mouldings used by Coin Acceptors.

Coin Acceptor's five new Clayton, Missouri headquarters will surely enlarge that firm's already high standards of engineering and manufacturing as well as its over all efficiency in a highly technical business.

Nintendo Intros New Interchangeable Video Game System

Nintendo of America has introduced the new VS. System, which the company says is an interchangeable video game system that allows versatility to update equipment and to prolong earning life.

The system's technology "surpasses that of any other system currently on the market," says Mr. Gillam, Director of Marketing of Commercial Products, and the technology allows many diverse and exciting play options.

For example, on **'VS. Tennis'** (Nintendo has also introduced 'VS. Baseball') one player can play against the computer, two players against each other, two players against the computer or four players can play against each other as teams.

New games for the system will be made available in easy software replacement units. Releases will be timed to maximize profits and make **VS. System** one of the most innovative and affordable video game systems on the market, according to a company spokesperson.

For data on the new VS. System, contact Nintendo distributors. or the factory at P.O. Box 957, Richmond, WA 98052; 206/882-2040.

Alway Electronics Intros "Popper" Conversion Kit

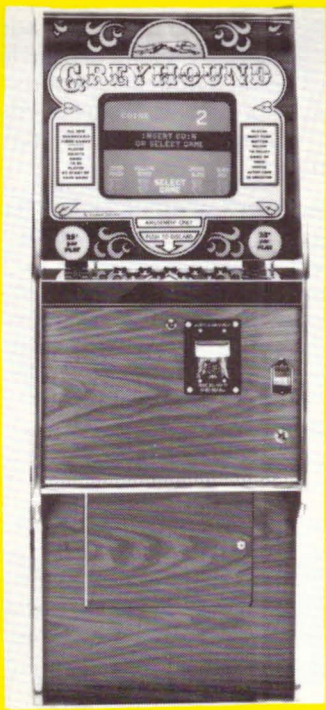
Alway Electronic Components, Ltd. — marketer of video games — has opened for business in Hicksville, Long Island, N.Y. The announcement was made by **Cecily Wachtel,** Vice President of the company.

"AEC will be offering a total product line that features quality, creativity and mass appeal at a modest price," stated Ms. Wachtel. "The first item in our line is a case in point. **It's a conversion kit of a game called "Popper"** — in which the player has to help a rabbit hop away from his enemies and dodge falling cans, while zapping his pursuers with boomerangs."

According to Ms. Wachtel, Popper has already been attracting wide interest from the industry and the public alike. "We expect our little rabbit to really multiply," she added.

Details on the new company and the Popper conversion kit can be obtained by contacting: Alway Electronic Components, Ltd., 550 Old Country Road (Suite 101), Hicksville, N.Y. 11801, (516) 931-2136.

Greyhound Intros Model #104 — 5 Games In 1 Machine



Greyhound Electronics (GEI) of Toms River, New Jersey introduces their newest video card game. Model #104. . . **5 GAMES IN 1 MACHINE & EIGHT GAME VERSIONS.**

Available in both upright and counter top models each unit allows the player to choose one or all 5 of the following games for play: Video Draw Poker with Hi-Lo Feature, Casino Slots, Black Jack, Beat-The-Spread and Rolling Bones, our newest craps game.

And that's not all, as new games become available, all you do to change games is unplug the satellite board and change a game chip. NO NEW EQUIPMENT INSTALLATION NEEDED.

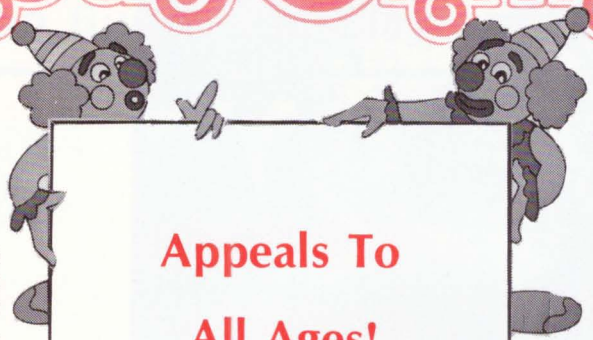
A high quality color monitor that displays graphics in fine detail and vibrant colors makes every game come alive on the screen. (VIDEO AMUSEMENT GAMES FOR FUN AND ENTERTAINMENT ONLY).

For more detailed information call or write:

Greyhound Electronics Inc. (GEI)
Route 37 & Germania Station Rd.
Toms River, New Jersey 08753
(201) 341-5200
Toll Free: 800-222-0491

Konami/centuri

CIRCUS CHARLIE™



Appeals To All Ages!

Circus Charlie is more fun than a barrel of monkeys (Although it has enough monkeys to satisfy just about anyone). But don't be fooled by this playful little character...Circus Charlie is one tough little cookie and he always seems to be in trouble.

It's Your Choice

Circus Charlie is a six-ring circus...and you choose which event you want to play up to a maximum of 5 times. Remember, you must complete each screen as quickly as possible for bonus points and, if time runs out, you lose one Charlie...So ladies and gentlemen and children of all ages... step right up to Circus Charlie.

Fire Rings

With the aid of a joystick and jump button, maneuver Charlie through the fire rings while collecting money bags. Just don't get burned.

Ball Walk

Charlie really has to be on his toes for this one...as he jumps from one ball to another gathering points.

Trampoline

Use the joystick to get Charlie from one trampoline to another...but watch out for fire torches along the way.

Tight Rope

Move Charlie along the high wire, and jump over the monkeys...touch a monkey and goodbye Charlie.

Horseback

This is where Charlie gets put to the test as he jumps from a running horse to a springboard and then back to the horse.

Flying Trapeze

If all goes well, Charlie flies through the air with the greatest of ease...If not, whoops, there goes Charlie.

Contact:
CENTURI, INC.
245 West 74 PL., Hialeah,
FL 33014
Phone: 305-558-5200

Merit's 'Chicken Draw' Adds New Play Elements

Merit Industries' "Chicken Draw" upright poker game has just undergone "an entire internal facelift."

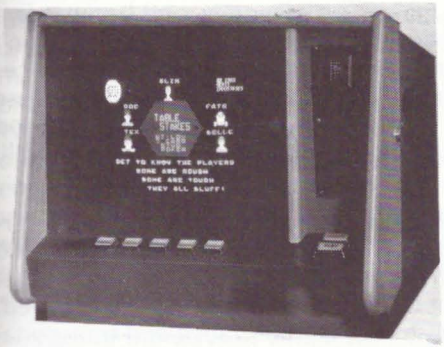
"We kept the basic program intact, but enhanced the graphics and added several new play elements." These changes resulted from field reports and an analysis of current market needs by Merits research and development department.

After every winning poker hand, the player can take his score or "go for more." The chicken pops up and the player times the release of an egg to drop on moving target and the egg goes "bust." "The egg drop is actually a game within a game," explained **Merit president Peter Feuer.** "No other double-up format matches it for high scoring possibilities and fun-filled suspense," he concluded.

Another new operator selectable feature is "Skillflip." Players get a chance to deal their own hands by stopping flashing cards, adding another dimension to the game.

Details are available from Mort Ansky, Merit Industries, Inc., 630 Woodland Ave., Cheltenham, Pa. 19012.

Merit Industries' New 'Tablestakes' Poker Game Available As Swivel Base Cabinet Or Upright Model



Merit Industries has introduced **"Tablestakes,"** a six-handed poker game available in five card draw or seven card hi-lo stud.

Operators set the game at two, three or four hands per coin. The player and each of the five saloon gang characters start out with 250 chips and the cards are dealt, with the player seeing only his hand. Jacks or better opens the betting and each seat has a chance to call, fold or raise up to the pot limit.

Unlimited raises and bluffing strategy builds high scoring pots. The player can draw up to five cards, seeing how many cards each of his opponents draws. One more betting round sets up the showdown and the deal rotates around the table with each new hand.

Should the player run out of chips there is a character **Black Bart,** who pops up to lend more. When the last hand is over, qualifying high scorers get to key in their names. As for losers, Black Bart "shoots 'em dead" and their initials are displayed on Boot Hill tombstones.

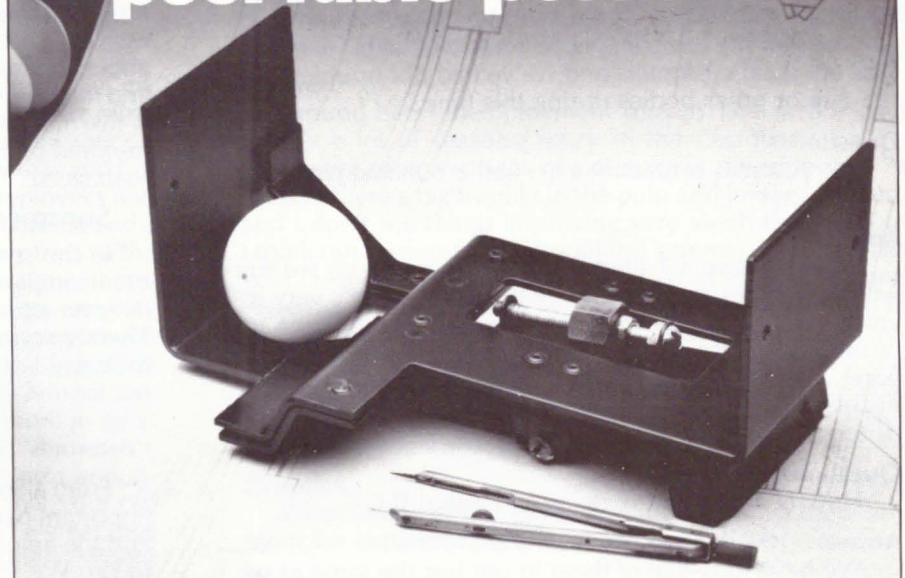
In the seven card hi-lo stud version, there are five betting rounds leading to the hi-lo declaration and a split of the pot.

"The sensational cartoon graphics are an instant crowd pleaser," says Merit vice president of sales **Mort Ansky.** "The game appeals to both seasoned poker buffs and novices alike. 'Tablestakes' action actually draws an audience," he says, "kibbitzing, advising and having as much fun as the players."

"Tablestakes" is available as either a solid wood, swivel base cabinet with a 13-inch color monitor or 9-inch color mini, or as a "Dodge City" full size upright.

For details, contact Mort Ansky, Merit Industries, Inc., 630 Woodland Ave., Cheltenham, Pa. 19012.

We re-invented the ball separator building the best pool table possible.



Not all ball separators are alike. And not all of them are reliable. Dynamo engineers re-designed their cue ball separator to work with both the special Dynamo 2¼" ball and the standard over sized ball. Because it operates on the weight differences of the balls, no adjustment is ever needed. And Dynamo guarantees it for the life of the table.

The Big D pool table is more than a game. It's a solid, secure, maintenance-free investment.

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G.M.D. Entertainments

Continued from page 24

we don't want to make service calls, or collections, for just a Machine or two. To be efficient and economical we want the largest concentration of machines possible at each stop of our service people. That cuts cost for us and enables us to give better service.

Question:
What is your company's involvement in Arcades?

Answer:
We are into a number of Games Rooms, our own and others. We have three of our own in Malls, one of 3,000 square feet right here in our headquarters, and we supply machines to about fifteen street malls in the region. These are where most of our kid customers are apart from convenience stores. Mall games rooms are where our largest concentrations of equipment are sited apart from our own Arcade. They get the best of the Videos Laser games first. Our own Headquarters building games room is just half a block from a high school and only a short distance from a Military camp South of the city where, over the summer, they have about 3,000 Cadets. We also put games into cadet canteens on the camp and have done it for eight years. The kids are good customers and we've had not troubles with the city or other bodies during this time.

Question:
Are you into promotions or, traffic building gimmicks in any way?

Answer:
We also have a T Shirt selling business which we run with the games rooms in the Mall and my wife's very involved in that. So far we haven't done much hunting for business because there are plenty of locations available here. . . The problem with them though is that you don't necessarily want them because they are too out of the way, or too small to be economic.

Question:
How is the Juke Box doing in Central B.C.?

Answer:
We have forty-five of them in use just the same as we had ten years ago, but our inventory, or those in store, is the lowest its been for some time. A year ago we had put a dozen out, now we've a dozen in small restaurants, and Legions, clubs, Pizza Parlours. Bars demand Juke Boxes more and more to make a bit of money, and because live entertainment has become so expensive, bars feel they can't afford it any longer. We do 50/50 deals with Pizza places reckoning to pay for the Juke Box in a year. We'll also lease Juke Boxes out for $75 - $100 a month. They are still good for us and four to six year old Jukes are still performing well.

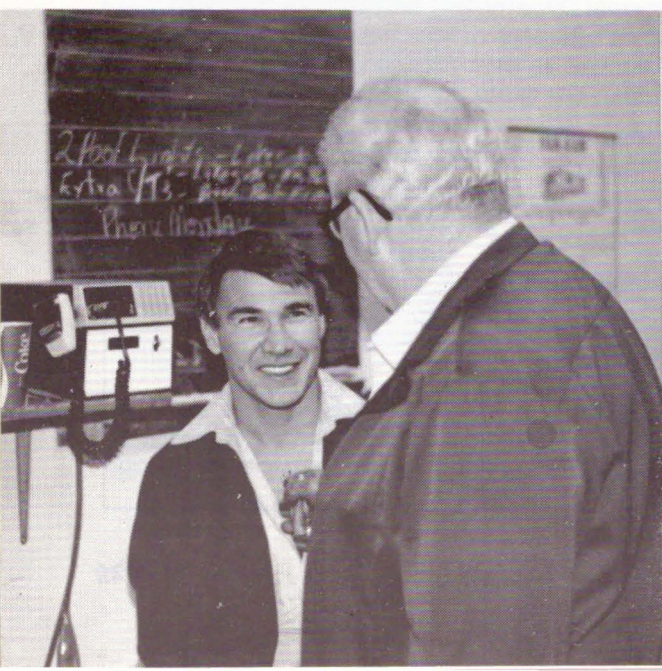
Question:
Tell us a bit about the working side of **G.M.D. Entertainments?** You do business over a large area. About 200 miles north to south and up to about 125 miles from East to West though not too many communities are involved. That means you must have administrative and transportation problems galore. How do you handle them? What vehicles are employed?

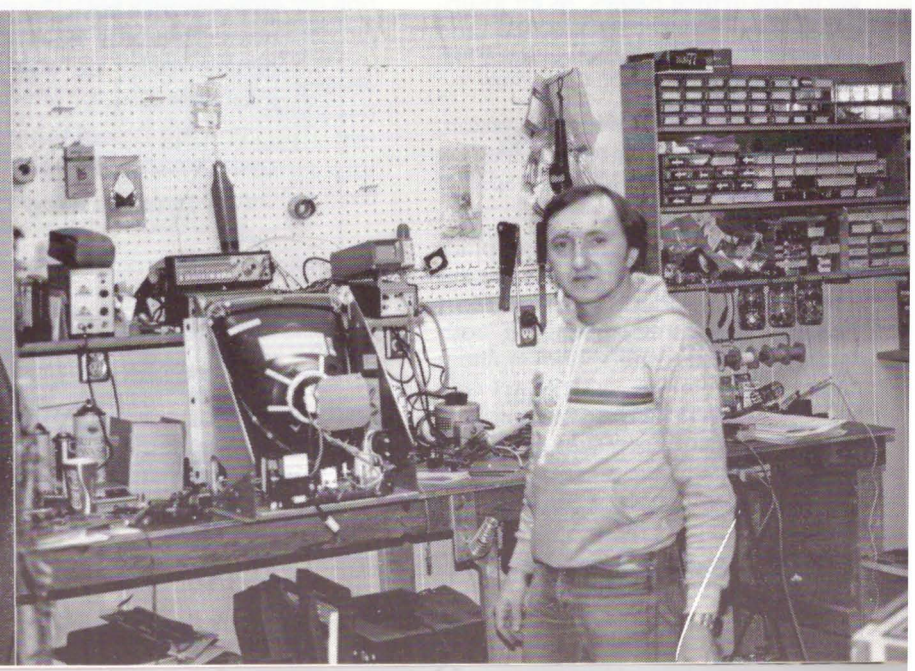
Answer:
We've some seventy-five locations and many of them are scattered over long distances and that does present problems you don't run into doing business in a city or, heavily populated area. I have a Manager in Pendicton about sixty miles south of Vernon, he looks after a hundred and fifty pieces. There's another in Kamloops about seventy five miles Northwest of Vernon and he looks after another hundred and fifty pieces. The big games rooms also have Managers.

Summer Camp Grounds Good Locations

In the summer we move about a hundred pieces out onto campground locations because this is an area which lives on agriculture, fruit and vine growing, and tourists. There's no industry of any great account here. Our summers are hot and resorts and campgrounds are busy; we put around six pieces of equipment into each campground a lot of those will be pinball games. Older Videos such as "Asteroids" will still do well in these locations.

From all of this, you can see transportation plays a very important part in my business because of the area it covers and the amount of games rotation we consider it essential to do. We use twelve vehicles, six 3/4 Ton pickups with lifts, and International 5 Tonner which can take up twenty-





five games, two company cars which are Toyotas and give good Mileage, and a small Toyota truck with a diesel engine which is just great. . .-50 MPG, and I am guaranteed 300,000 Kilometres on the Motor, and three vans. Because of the long distances we have to cover the big International makes sense because of its large capacity. One trip with this vehicle will accomplish what would take half a dozen or more trips with the smaller trucks and Vans and that makes good economic sense to me. The smaller vehicles of course make sense for emergency calls and close in work. We are looking closely at the G.M. 6.2 diesel engine for our pickups and Vans, we have very good reports on this engine and our experience with the small Toyota diesel makes us look favourably on oil engines for long life, and economy. We keep a record sheet on each vehicle and one man is responsible for seeing that repairs, and servicing are carried out when they should be.

One of the ways in which we employ our people and vehicles is as follows. . . Rather then send out single people and vehicles on routes we'll send out two people in a vehicle and they'll be out for four days. Room prices aren't too bad and this system saves money.

Question:

How many employees has G.M.D. Entertainments?

Answer:

An even dozen. I'm the President of the company, my father **Wes Davis** is company's secretary and **my wife Mimi** is the office secretary. My parents, who have a ten acre orchard here, help out in the businsss and my wife is and has been a very big help. . . she looks after the employees and the money, and the T-shirts. We have two children 6 and 8 . . . Mimi was an American I met on one of my trips to the states to look over equipment and the industry down there. So, I added her to the business as well it seems, anyway that's the way it's worked out. Amongst our employees are some fellows who've been in the business for a long time 25-30 years.

Question:

Have you any pet theories about this business and industry? I get the feeling from talking to you that your old mentor and first employee **Joe Bourrassa** had a great deal of influence on you and the way you do business. Would that be a fair comment or observation.?

Answer:

I think this business has run full circle or, come back to square one, of ten years or more ago. I find things are more and more like they were when I first came into the Industry with Joe Bourrassa. As a result, I'm operating in many ways like I did then. I served what you might call an apprenticeship learning on the job, going over the routes with an older experienced person, getting help and advice, when needed.

In my own business when a collector goes out, a route man goes with him. While one is collecting and liaising with the locations' boss the other is cleaning, repairing and adjusting the location's Machines. When I worked for Joe I did all the jobs the business and routes required. My people here are the same, we all do pretty well all things. . . That gives us flexibility and efficiency. For example, when things are slack out on the routes as they sometimes can be there's always work which can be done in our own games room and in the shops. Our own people do our rebuilds, conversions etc. so there's always work for them.

We Sell Service & Profits To Our Locations!

I'm a great believer in service and this is where a smaller firm such as mine can more than compete with the biggies which operate over huge areas taking in hundreds and thousands of miles across Provinces. They just can't excercise the control over things I can nor, can they have the people on their locations like I can. I've seen some of these firms machines and I wouldn't have them in any of my locations in the state they were in. In the case of some of the pinball games, the glass was so dirty it was almost impossible to see the playing field. I won't stand for that and my employees know it. Some firms have videos out that haven't been cleaned for a year. . . not mine. I have verbal contracts with locations and what we are selling apart from entertainment is, service. Part of this is close liaison with location owners, and this we have. This is something the big firms can't achieve and accounts for our ability to do a better job for our locations.

Question:

The economic situation in B.C. isn't all that great is it? Is G.M.D. Entertainments badly affected by this?

Answer:

Around here unemployment runs to 17% - 18%, and there's a lot of seasonal work in the Okanogan Valley. We've not seen any signs of a pick up in the economy. At present there's big trouble in the pulp and lumber industry and I don't see things improving very much this year but I think our business will do well this summer. Over the last year business has dropped off by 25% in some cases and expenses are up because we've now more locations and our equipment is spread over them and a larger area, requiring more travel. However, we are very solid and our cash flow is good. This firm is keeping much more of what it earns than it did during the big Video game years. . . That's the way it was before the boom.

Question:

What's competition like in central B.C.: . . . is there any room for expansion, are locations hard to get?

Answer:

It's not too bothersome to us, there are plenty of locations, there's no shortage of them, the problem is to accommodate them and make money for them. I believe it needs a community of about 5,000 people to support a good sized games Room. . . There simply aren't many towns of that size or, bigger, in this area.

Question:

Of what does your headquarters and plant comprise?

Answer:

I'd been after a piece of property in Vernon and it came up eight years ago. It's a city block on the South side of the city. The building had 14,000 square feet on the ground floor and offices in a further 3,500 square feet on the second. . . There's also a 3,000 square foot Games Room on the spot. In the building are, workshops, warehousing, and storage space. I was lucky because I bought at the right time before interest rates and inflation really went hay-wire, yet the company was all set to take advantage of the huge

expansion which took place in the industry.

Question:

Throughout, you've talked a lot about **"ROI" or Return on Investment,** one gather's you put great stock in it?

Return On Investment Should Be Your Judge Of Equipment

Answer:

Yes, I do consider it most important in my business: I think it's a good principle to work on. For one thing, it enables me to assess the effectiveness of the equipment I use. You can take in quite a lot of money from a given game and yet not make money, and at the same time take in a fraction of that amount on another machine and turn a good profit on it. The key to this is what you've got in each piece of equipment and the ratio of what each brings in. If you pull in $400 dollars a week it looks great, compared to $150 a week on another machine. But it's not so good if you're getting the $400 from a $7,000 Laser disc game and the $150. out of something in which you only have $1,000 or which has long ago paid for itself. If you can pocket even $50.00 a week from each of a large number of which, have say, cost you only $750. apiece you'll make good money. That's rather the way this business used to be when I went into it and it was a good business I was in then.

Question:

Do demographics, people's ages and characteristics, and where they are play a big part in what you've just said?

Answer:

Very much so, and I'll give a couple of examples. — Kids have now come around to showing considerable interest in Pinball games because they've had such heavy exposure to Videos for years, and to that can be added home games, home computers, and T.V.

Question:

Is your company computerized to any extent? Are your vehicles radio equipped?

Answer:

Our vehicles are radio equipped — pretty well have to be the distances we cover every day. Our office has been computerized for years: as far as I know we were the first operating company in B.C. to be. We bought a Radio Shack 8000 computer and the makers in Texas said they'd send a fellow up to explain the original programme. I said, "Send us the programme and we'll see that we can do with it. I looked it over, decided what we wanted and needed, worked it out, and rewrote the programme. We've used if for a number of business functions such as inventory payrolls, sales etc. We use it to help locations,and the computer makes available your **Returns on Investment.**

Question:

You seem to go to the U.S. frequently and keep pretty closely in touch with what is going on in this industry. There; what do you make of it?

Answer:

What this industry is going to do where it is going depends of what the manufacturers do. . . games manufacturers that is. If they continue on as present, I don't know what will happen. What they must do however is to produce pleasing games, at reasonable and realistic prices, games which people will pay to play. **"Defender"** and **"Stargate"** were great, **"Pole Position"** was great, now I think **"Field and Track** is a great game, so was **"Pac Man".** Those are the sort of games we need to ensure the future of this industry. It must be remembered that our lifeline goes right back to the games manufacturers.

Personally if I had to I could make out on Pool Tables and Juke Boxes alone, or pins alone. In respect of the latter, it's a pity **Gottlieb (Mylstar)** doesn't continue to concentrate on producing more new, good, pins.

Question:

You mentioned that you, and your employees, do all manner of necessary jobs in G.M.D. Entertainments. Do you have any problems getting this out of them?

Answer:

A couple of my fellows have been in the business a lot longer than I have and they know the business. They are old time operators and the younger people know what's expected of them if they want to work for me. I also believe in treating people right who work for me.

Question:

What have you learned form your visits to the states? How do their operations compare with ones you know in Canada?

Answer:

Most of what I've seen has been in Washington and other Western States, and Hawaii, from which I've just returned. Usually they are ahead of us, they get new games first and they try out a lot of things. On the other hand they have a lot of "mom and pop" operations and they are often awful. I know a lot of Americans in this Industry, go to their shows and learn what I can, where I can. When I see something's working well I modify it if necessary to my own business's requirements and adopt it. I've been pretty successful at it.

Question:

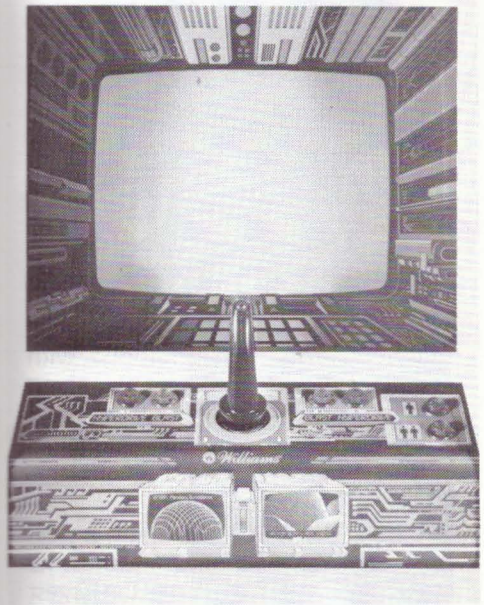
What does the future of your business within the Industry look like?

Answer:

As I've said, "I don't look for much pickup out here this year. We should get a good summer from tourists however, We'll be alright because we're pretty well back to what things used to be but one has to work hard, there's no letting up. I want a pleasant life and not to try and be a corporate giant. There's more to life than just making money and I know I'm not going to get filthy rich doing this but, we're getting a very pleasant life out of it and that's not a bad way to live."

This business has been good to me and I enjoy it!

BLASTER Conversion Kit By Williams®



• converts all Williams horizontal monitor games quickly and easily

The BLASTER CONVERSION KIT is not just a conversion kit. . . It's the answer to the marketplace demand for a **Williams** game that converts other Williams games. It has the same quality, the same high standards, the same sophistication of a Williams game. . . because it is a **Williams game!**

The BLASTER CONVERSION KIT converts all Williams horizontal monitor games. . . games like **Defender, Stargate, Robotron, Joust, Bubbles. . .** quickly and easily.

Mr. Ron Crouse of Williams said "because we designed both the original game and **BLASTER,** we know all the parts and pieces of the kit will fit and work properly.

The kit includes a new set of electronics, presented as one simple unit that bolts easily into the cabinet; a complete control panel assembly with all artwork and controls, including Blaster's exclusive Power Grip™ flight stick; the authentic, brilliantly-colored marquee; a new CRT glass; and crisp, bright side decals.

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New Pinball LASER CUE™ By Williams®

Extra high scoring excitement is created with the new features on **William's** new **"Laser Cue" pinball.**

Follow The Flashing Lights.
Completing a rack of 15 balls in sequence lights the 8 ball "corner pocket" target for extra ball! The next ball to be made will be flashing to light the way! The first time targets 1-5 are dropped, 2 "balls" are spotted for each target; in all sequences thereafter, only 1 "ball" is spotted for each target dropped. If the 4 is flashing and the 5 is hit, the targets will reset and the player must go back and pick up the sequence again at the 3 "ball"!

Skill Spells High Scoring
Spelling P-O-O-L advances the bonus multiplier up to 15X and spots a letter in B-A-L-L, spelling B-A-L-L lights the next ball in the rack and lights the spinner! Spelling C-U-E scores and advances the lit value from 10,000, 20,000, 30,000, 50,000! Scoring 50,000 also lights the next ball in the rack!

Time For The First Time
For the first time ever, a minimum of 25 seconds is guaranteed for extra ball play! Any ball drained during the first 25 seconds is automatically returned to the shooter!

Play. . . And Replay
Advancing the bonus multiplier to 10X lights a special! Replays can also be earned by beating the 4 high scores! For each high score bested, a replay is earned and the player's score becomes one of the 4 high scores!

Full Bookkeeping & Diagnostic tests are included.

Status Games Debuts Casino Style Cabinet

Another great **Status** First — Our unique metal, chromed **Casino Style Cabinet.** Available for any of Status' existing video games. These cabinets feature an all metal cash box with a separate lock for added security. Its dimensions are 29-1/2" high, 20-1/2" deep, 16-1/4" wide, and is available wth optional pedestal.

On the technical side, all Status' games come equipped with a one-board logic system. and can be easily converted to any existing Status games.

Contact: Status Game Corporation 17A Culbro Park • West Hartford, Connecticut 06110 • Phone: (203) 278-1397

ICE Introduces Exciting Realistic FIRE ESCAPE™ . . . An Electro-Mechanical Game

"I.C.E." (Innovative Concepts In Entertainment) the makers of the popular and proven success "CHEXX" hockey game introduced "FIRE ESCAPE" a new electro-mechanical diversion game at the A.O.E. Show.

Something Different

You have to race down the FIRE ESCAPE™. . . Get out of the burning building. Jump, if you dare, to the safety of the bird's nest. Save valuable time by sliding down the drainage pipe. Then help put out the fire. Speed, nerves, and skill make you the Fire Chief.

Unlimited Potential

This game should be unique in an arcade and, steady in a street location. FIRE ESCAPE'S™ electronic scoring and incredibly realistic sound effects brings keen excitement to the player at a low cost to the operator.

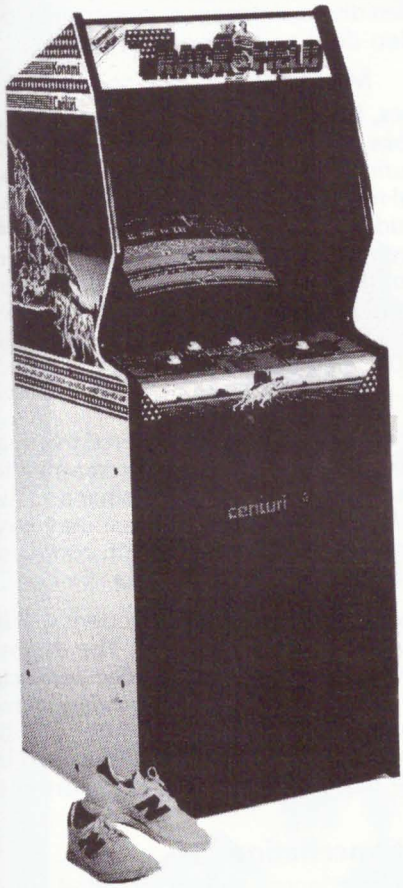
For Further Data Contact:
Innovative Concepts
590 Yonge St.,
Tonawanda, N.Y. 14150
716-693-9535

Scan Coin Offers 2 Small Inexpensive Coin Counters

The Qwik Count is a portable counter weighing 16 lbs. It counts 1,000-1,500 coins per minute. The Qwik Count counts tokens and all denominations. It is equipped with bag holders and auto stops for tubing so an operator can bag or tube coins with this unit. The unit has a reverse anti-jamming feature. Its operation is electric or manual.

The TOP is a sorter/counter. It sorts a $100 mix of coin in 5 minutes. Its counting mechanism counts the largest coin and offsorts all other coin. It is a portable lightweight unit which can be used to bag or tube coin. The TOP measures 8" × 10" × 12" and weights 16 lbs.

Scan Coin can be reached in Virginia 703-471-6510 or contact
Scan Coin Inc., 201 Elden Street, Suite 102, Herndon, Virginia 22070.



Centuri's "Track And Field" Sports Game Has Broad Appeal... Earning Top Play

Everyone Is A Winner In This Game

The essence of 'Track & Field' is a 6-event "track meet." The phases begin with a 100 meter dash, and segue in sequence into a long jump, a javelin throw, the 110-meter hurdles, the hammer throw and finally the high jump. However, the player must qualify against a pre-determined time or distance in each event in order to proceed to the next event. If he fails, the competition (and his game) is over.

One To Four Players Can Compete

Anywhere from one to four players can compete on this machine (the piece can be played individually or simultaneously by up to four). Play continues even if one of the players is eliminated.

The game's control panel features "run" and "jump" buttons and it's personalized by the entry of each "competitor's" name at the beginning of the contest. And, a promo package with score sheets and trophies, is available.

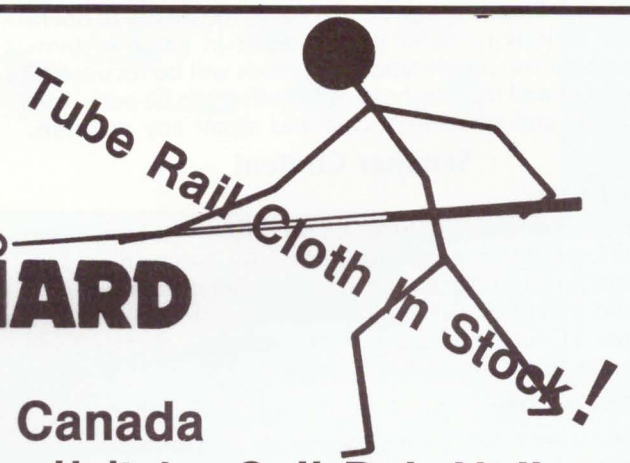
Voice Referees Games

Additional features include a voice that announces starts, fouls and qualifying times. The game can be ordered in standard upright cabinet or in a cocktail with 19" monitor and a detachable elevator (riser) base which enables players to compete standing up. Check it out now at your nearest Centuri dealer.

Coin Operators please note Our Regular Prices for Beligium Aramith Set 2-1/4" with 2-3/8" cue ball $43.00

Belgium Aramith 2-1/4" #8 Balls	$ 3.95
Belgium Aramith 2-3/8" Cue Balls	$ 3.75
1-piece Cue (for bars)	$ 3.95
75%-25% Heavy Fabric	$19.95 per yard
75%-25% Heavy Fabric for one 4' x 8' table	$65.00
Slip On Tips — one hundred	$ 9.95

...and more!



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Mylstar Announces Free Three Day Seminar . . . Classes Now Forming

Mylstar Electronics, Inc., in its continued support of the amusement game industry, is introducing a new educational program. Geared toward the service segment of our industry, the program is a no cost, three day seminar to teach digital electronics and the service of solid-state electronic games, including the new technology of laser disc.

The school will be offered eight times during the 1984 calendar year and will be conducted at Mylstar Electronics' headquarters in Northlake, Illinois, 16 miles west of Chicago.

Objective

The class will provide a twofold objective:

- A refresher course on solid-state digital electronics theory.
- An expanded technical training to build upon existing troubleshooting and servicing techniques.

Who Should Attend

The training seminar, developed as a technical presentation, is aimed at the service person who already has a knowledge and understanding of electronics. Group participation will be emphasized throughout, with ample time for question and answer sessions and discussions with other participants. The Seminar Leader will guide the class every step of the way — drawing on his own experiences to answer your questions and respond to comments.

It's the kind of information exchange one simply can't get from any other source. The training program will improve the servicepersons ability to effectively solve problems in operation and maintenance of coin-operated amusement games.

Course Presentation

The seminar will be a combination of classroom instruction and hands-on demonstrations of troubleshooting techniques using the latest in game technology and test equipment. Emphasis will be placed on the theory of operation of various types of circuits used in game systems. Throughout the presentation, attention will be focused on procedures and troubleshooting tests that can be performed to quickly and correctly locate and repair any problem.

Seminar Content

The First Day

The first session will focus on solid-state electronics and digital logic designs utilized by **Mylstar Electronics, Inc.** Included in this presentation; transistor/solid-state theory of operation, number systems, truth tables, gate combinations, Integrated Circuit operations, microprocessor, memory, and LSI (Large-Scale Integration) devices.

The Second Day

This session will then concentrate on transferring the classroom knowledge to practical application of troubleshooting and servicing. Material covered will be; power supplies, non-controlled devices, controlled devices, schematic reading, Control Board functions, Input and Output ports, pinball and video workshops.

The Third Day

The seminar will continue with the video and pinball workshops and will concentrate on; sound/speech generation, video graphics generation, video graphics generation, video disc theory, video disc maintenance, composite video processing (from video disc) and video disc interface.

Materials

Mylstar Electronics, Inc., will supply attendees with all materials and textbooks necessary for the training seminar. The materials used during the pinball and video workshops (i.e. hand tools, digital multi-meters, oscilloscopes, etc.) will be supplied for the students use during the workshops. The students will also receive a number of manuals and reference materials for their use in the shop or on the job. The first days' portion of instruction will use a college level textbook on solid-state electronics. This will be available to purchase for $25.00.

Registration

Listed below is the schedule for schools offered this year. Contact Mylstar Electronics indicating your preference for which month you would like to attend the seminar and two alternate choices in the event your first choice may have been filled. In order to provide the students with complete, personalized instruction, the class size will be limited.

An advance deposit of $100.00 for each student will be required before processing your registration. **The deposit will be fully refunded upon completion of the seminar.** Early registration will help to insure your attendance and avoid scheduling conflicts. A confirmation letter will be mailed upon receipt of the registration and deposit to inform the student if he has been registered or deferred to an alternate class.

Cancellation

The returnable seminar deposit will be refunded in full if the cancellation is in our office 15 working days prior to the seminar date. Confirmed reservations cancelled later than 15 working days before the seminar date are subject to a forfeiture of the entire deposit. Registrants who have been confirmed, but fail to attend or send a substitute are liable for the entire deposit.

Travel/Accommodations

Attendees will be responsible for travel to and from the school, lodging, and all meals other than lunch. The Holiday Inn in Elmhurst is close and convenient to both Mylstar Electronics and O'Hara International Airport. Free bus service from the airport is provided by the hotel. We recommend that you call the hotel directly at 312-279-1100 for reservation service. We also recommend that you guarantee your reservation for late arrival (after 6:00 p.m.) with a major credit card, and that you request a confirmation be mailed to you. Reservations should be made as early as possible.

CLASS SCHEDULES — 1984

- **April 10, 11, 12**
- **May 8, 9, 10**
- **June 12, 13, 14**
- **July 24, 25, 26**
- **August 14, 15, 16**
- **September 11, 12, 13**
- **November 13, 14, 15**
- **December 4, 5, 6**

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We've Got More Of What You Need

From a single switch to a complete assembly, you can find more of what you need in our expanded 1984 catalog of coin handling equipment . . . or we can design it for you.

And our toll free hotline assures you of fast, efficient service. Use it now to request your free catalog.

Find out how 16 years of rigid quality control, innovative design, rugged construction and prompt service can help solve your coin handling equipment supply problems.

David Johnson

Free 1984 Catalog

Coin Controls Canada
801 York Mills Road,
Suite #23,
Don Mills, Ontario. M3B 1X7

Phone 416-445-8022

In Illinois 1-312-228-1810 TELEX 297-108 COIN UR

Coin Controls Inc. Opens "Coin Controls Canada"

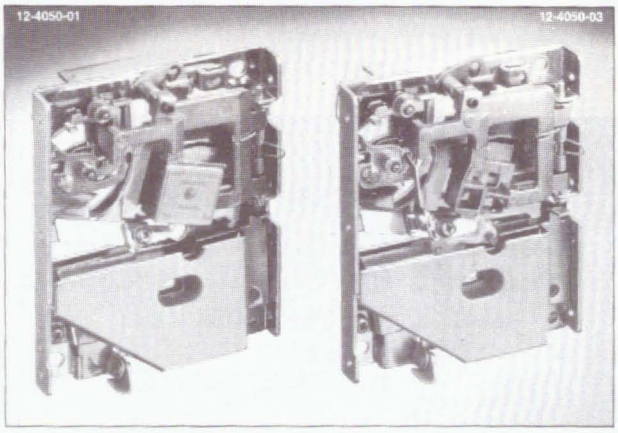
Dave Johnson, new Canadian Sales Manager for Coin Controls with Frank Happ of Coin Controls.

Mr. Frank Happ of Coin Controls, has appointed **Mr. David Johnson** as Sales Manager of all of Canada.

Coin Controls Canada has a complete supply of coin handling devices and parts for the vending and amusement industry. **David Johnson's** headquarters are at 801 York Mills Road, Suite #23, Don Mills, Ontario.

Coin Controls is an international company engaged in the manufacture of coin handling equipment for coin operated machinery. Within a decade and a half The Company has risen to its present position as a world authority on coin handling with offices and manufacturing operations in Europe and the United States.

Coin Controls Inc. was established in 1981 in Chicago to sell Coin's products in the USA, one of the world's largest markets for coin handling mechanisms. It now manufactures in USA. Coin Inc.'s Managing Director, **Frank Happ,** holds a percentage of its common stock.



S-10 COIN ACCEPTORS

Immediate Availability Of Parts

Orders received by noon will be shipped same day F.O.B. Chicago Via Air Mail or Courier.

This subsidiary company has achieved considerable success and expansion, confirming Coin Controls' intention to strengthen the marketing base by increasing their distributor network around the world.

Always regarded as one of the innovators in design and research, Coin Controls from its base in the North of England, has produced a series of 'firsts' satisfying the coin handling demands of the many different machines in use throughout the world today.

Coin Controls' great strength in sales and marketing in the United Kingdom was undoubtedly the result of a flourishing home based trade, which over the years has formed the backbone of the company's sales and successfully supplied the needs of machine manufacturers throughout the United Kingdom.

In recent years, however, some 65% of turnover has been derived from customers overseas and includes the world's major suppliers of video and gaming machines. As a result of this, **Coin Controls** is privileged to be one of an elite group of British companies to receive the distinguished Queen's Award for Export during two consecutive years. A tribute to a range of quality products, an aggressive pricing policy and strong customer support.

In these days of high value coins and substantial cashbox takings the coin operated machine has become the target of a new breed of criminal.

From the subtlety of a rust spot in the cash box that tells of a coin made of ice, to the savagery of a machine ripped in half by a chainsaw, there is an astounding history of violations carried out on just about every type of machine operated by money.

At Coin Controls the research and development department is continually at work introducing and testing new materials and methods that will resist deception and interference wherever coins are mechanically or electronically handled, ensuring for the customer a product worthy of his needs — now and in the future.

One of the great strengths of Coin Controls is its manufacturing base that can produce over 90% of the components required for its products.

From the modern die-casting and injection moulding plants through to the new final assembly factory, Coin Controls is a fine example of a vertically integrated operation.

At the present time there are well over a million coin

mechanisms a year leaving Coin Controls for customers all over the world, each one passing through a vigorous quality control check to ensure the perfect working order of each unit before it leaves the factory.

This stringent testing gives the customer complete confidence in a product that works efficiently and reliably under the demanding pressures of its final location.

Spares and technical liaison when needed are invariably needed at once, since a machine lying idle is not earning its keep.

Over recent years there has been a trend towards more sophisticated coin handling equipment. Mechanical testers are restricted in the precision of the tests they perform to discriminate between coins. Mechanisms are increasingly required which can accept, sort and, if necessary, pay out a variety of coins with a high level of security and accuracy. Accordingly, Coin Controls has developed electronic mechanisms which are able to fulfil these more complex functions.

The latest development in the electronic field is the Newtek system of data recording and retrieval, which provides comprehensive management information on usage and cash movements in amusement and gaming machines to meet the requirements of major operators.

Products

Over the year Coin Controls has developed a wide range of products and systems connected with or peripheral to the use of coin operated machines, comprising:

Coin Testers

These establish the validity of coins inserted into coin operated machines and incorporate anti-fraud devices, several of which are patented. Coin Controls mechanical and electronic testers can be used for various coin handling purposes with most of the world's currencies.

A new electronic test, the EM5, which can discriminate between various coin denominations inserted through the same slot, was launched earlier this year and is already being used by many major manufacturers.

Payout Systems

Coin Controls manufactures a range of solenoid operated and hopper payout systems which store and pay out coins and give change. Solenoid operated systems store a limited number of coins of a specified size vertically in a tube, whereas motorised hopper units can hold and pay out a much larger volume of coins.

A Universal Hopper, which has the ability to deal with a range of coin diameters, was launched in January, 1983. This product, which incorporates independent electronic verification of payout to prevent fraud, is proving highly successful.

Integrated Coin Handling Systems

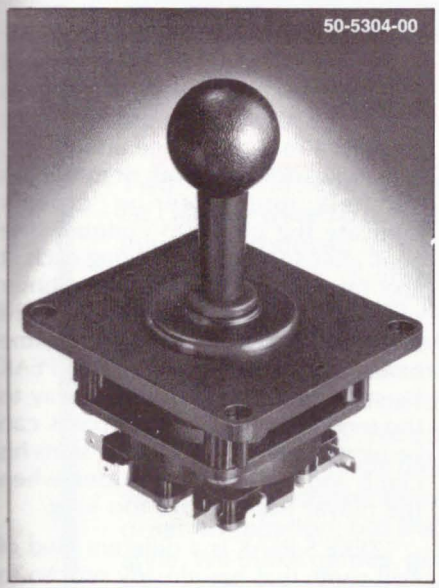
Coin Controls has developed a range of integrated coin handling systems which provide a single unit for receiving, verifying, sorting and paying out coins in an AWP or gaming machine. They are built around the new EM5 electronic tester. A system is already being produced for the West German market (System D) and a further system (System E) will shortly be available in the UK.

Electronic Data Retrieval Equipment

Newtek is an advanced system of data retrieval, consisting of a sealed "black box" and an interrogator. The "black box" monitors every coin inserted or paid out of the machine and its memory records, in addition to information on usage, the times and dates of the machine's operation, servicing and emptying. The interrogator extracts this information on site and the data can then either be processed locally or transmitted to a central computer, thereby providing management with comprehensive information which is of increasing importance in maximising revenue and monitoring usage.

Locking and Ancillary Equipment

Most coin operated machines have locks for the cash box and service doors. Coin Controls produces a range of



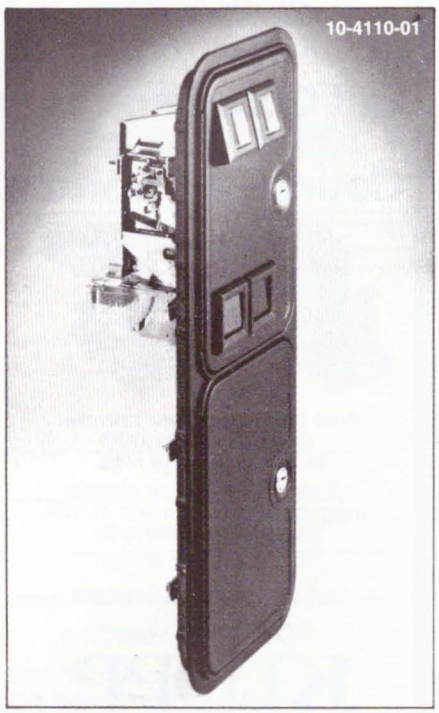
MICROSWITCH

UPRIGHT JOYSTICK CONTROLS
LEAFSWITCH - MICROSWITCH

LARGE ROUND

SMALL CIRCULAR

ILLUMINATED PUSHBUTTON CONTROL ASSEMBLIES



DOUBLE FRAME MINI DOOR
available with 1 or 2 coin entries; 2 flat key locks included.

locks, which are marketed under the Safelok name, as well as cash boxes and complementary hardware.

Joystick Controllers

Coin Inc. has developed a wide range of joystick controllers and computer accessories for use with home video and computer games. These are of a higher quality than those usually sold with games for home use. A variant is sold to machine manufacturers and operators.

The Newtek electronic data retrieval system has attracted considerable interest from major operators of AWP machines and a number of substantial orders have already been received from customers.

Although the use of gaming machines in the USA is restricted mainly to the States of Nevada and New Jersey, there is generally a buoyant demand for coin operated amusement machines and Coin Inc. was established to supply mechanical coin mechanisms and other products for these machines. Coin Inc. sells products manufactured in the UK by Coin and also assembles some products itself.

Coin Inc. has been successful in this highly competitive market and it is anticipated that Coin's more advanced products, such as the Universal Hopper, will enable it to improve its position in the market still further.

Coin Inc. supplies a number of major American manufacturers of video games including **Atari, Sega (part of Bally Corporation,** one of the world's largest producers of coin operated video amusement games) and **Mylstar**. Last year, it formed a consumer division to develop and manufacture a range of joystick controllers for use with home video and computer games. This product has been successful and is selling well in the USA and Europe.

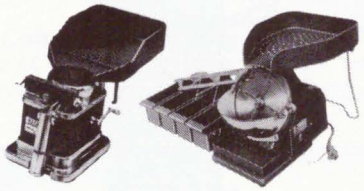
Coin Controls Canada will have the full range of Coin Controls products available for sale to the Canadian market.

"Canadian customers can expect prompt service and fair prices from our latest branch of the Coin Control's worldwide group of companies", said Mr. Happ.

TAITO Intros ZEKE'S PEAK T.M.

"Too many coins or tokens to count by hand?"

Cut Counting Time 70% with Klopp Counters & Sorters



Sort 1000 coins per minute. Count/wrap $1,000 in 20 minutes or less.

Portable, manual or electric
rugged, no plastic, made in USA
Full one-year warranty
Economically priced

— Call or write for full details —

"Our 53rd Year"

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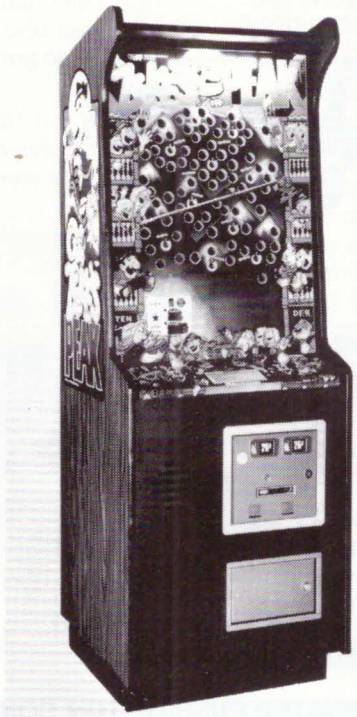
Ideal For Adults And Arcades

Weak peak. Peak-a-boo. Lovers' peak. No-fair peak. Just a few of the levels players try to reach in **ZEKE'S PEAK, Taito America's** latest "high point" in game development.



"ZEKE'S PEAK is 'Ice Cold Beer' for kids. It has the same popular play features as the hit game of the AMOA," says **Paul Moriarity, Taito America's President.** "We anticipated the success of the unique concept and play of 'Ice Cold Beer' and went ahead and produced ZEKE'S PEAK for the arcade market.

The player manipulates each end of a horizontal bar (via joystick) onto which a ball has been automatically loaded. A mountain tune and clever, colorful cartoon artwork of mountain climbers and cheering crowds motivate the player to conquer one peak after another by entering each lit and marked tunnel before the timer runs down. He must zig-zag to avoid the trap holes without tilting the game in an attempt to conquer ZEKE'S PEAK by scaling the heights all the way to the tenth tunnel. Different paths can be plotted every time a player starts his climb and the game plays itself when the player hesitates for too long.

ZEKE'S PEAK is a different kind of skill game that has already proven to be a huge success with the adult marketplace. And it's sure to peak arcade profits too.

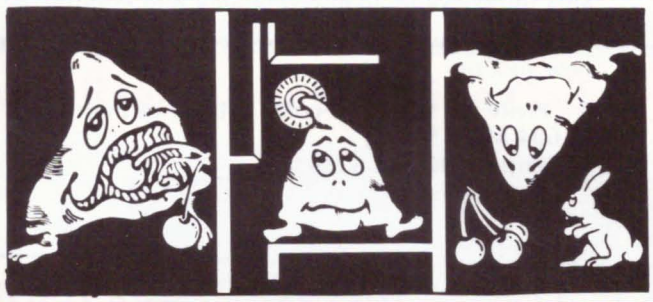
TWO CONVERSIONS
for Pac-Man

$495. Full Price
In Canadian Funds

Kit Includes

(A) Electronic Parts
(B) Header
(C) Overlay
(D) Monitor Glass
(E) Side Decals
(F) Joystick & Buttons
(G) Full Instructions
(H) License Decal

Game One
"SUPER GLOB"



Game Two
"EEEKK"

Full Money Back GUARANTEE

Two months ago we gave you GLOB. We were so sure it was good that we introduced an industry first, "a money back guarantee if you weren't delighted with it. Now we have two new Super conversions for your PAC-MAN games—SUPER GLOB and EEEKK. The full-price on each game is **$495.** We could promise you big weekly earnings and tell you how both conversions are doing great on location, but that's not our style. We make games, good games, not promises. Sample the games yourself, and you be the judge.

RUSH ORDER FORM

To: Dale Distributing
5631 Minoru Blvd., Richmond, B.C. Canada
Phone #604-273-6691 V6X 2B1

Name _____

Address _____

City _____ _____ *Zip* _____

Tel. No. (___) _____

GAME ONE
Please send me ____ "Super Glob" conversions for my old Pac-Man(s), at $495. ea. complete. Enclosed is my check for $ ____.

GAME TWO
Please send me ____ "EEEKK" conversions for my old Pac-Man(s), at $495. ea. complete. Enclosed is my check for $ ____.

KIDDIE RIDES USA™

Unveils New Mechanics For Lift Rides And Non-Lift Rides

KIDDIE RIDES USA unveiled exciting new electro mechanics for its line of coin operated kiddie rides at the AMOA Show, October 28-30 in New Orleans.

"Kiddie rides USA, in conjunction with Balance Technology, Inc., has developed two fantastic innovations" explains marketing director Melvin Laforce, "Which we believe will add a whole new dimension to the kiddie ride industry."

The first innovation is simply called a Flight Simulator.

"The actual operating principle", explains Mr. Laforce, "Is a unique electro mechanical drive system that greatly reduces the number of parts, making the kiddie ride virtually maintenance free." What the **Flight Simulator** does is allow the child to have total control of the ride's movement by using either one or two joy sticks, much like an airplane pilot would do. At the child's slightest touch, the ride is able to pitch and roll, dip up or down, rotate, or any combination thereof simultaneously.

"Rides no longer will have to be locked into a single type motion once the quarter is dropped," says Mr. Laforce. "Throughout the duration of the ride, the kids will have the opportunity to "drive" the unit at will. And best of all, the maintenance requirements will be substantially reduced." Virtually all of the standard coin operated kiddie rides offered by Kiddie Rides USA can be made available with **Flight Simulator** mechanics. These would include planes, boats, cars, motorcycles, etc.

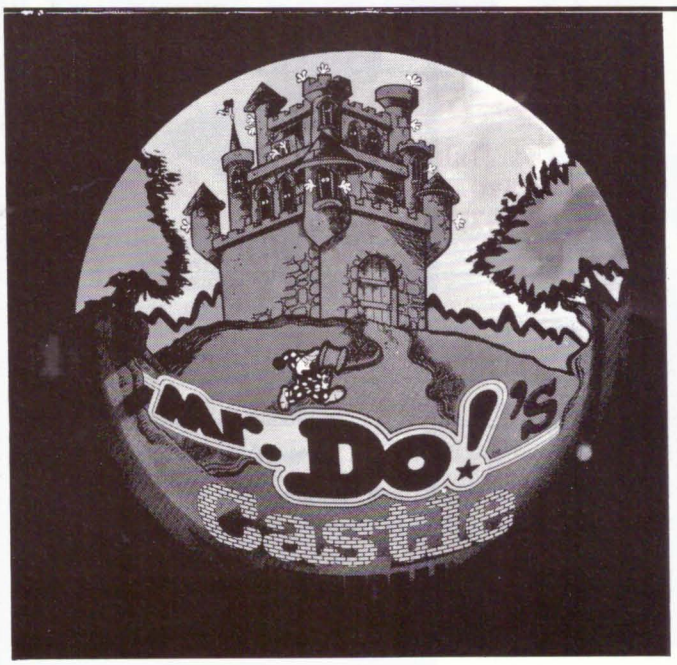
Innovation number two is a new Electronic Power.

Which will provide the same motion and excitement as today's popular hydraulic rides. "The tremendous advantage of this type of lift," points out Mr. Laforce, "Is the elimination of having to replace the hydraulic system that requires heavy duty motors, pumps and hydraulic fluid. Also, like **Flight Simulator** mechanics, the actual number of parts is greatly cut down, which will substantially reduce maintenance and parts replacement."

The **Electronic Power Lift,** like the **Flight Simulator** can be made available on all current hydraulic rides and also features, besides the straight up and down lift motion, the popular 270° degree rotation motion. Also, Mr. Laforce explains that you will even be able to combine the **Electronic Power Lift** with all the **Flight Simulator** motions, giving the kids unbelievable manueverability and control.

Patents have been applied for and are pending on both new motions.

Write for their full color catalog at their main office at 604 Main Street, Davenport, IOWA 52803.



Universal's "Mr. Do's Castle" Gives You Control Of Thrills

Games from Universal have always maintained a uniformly high standard of quality and this standard has been upheld in one of Universal's newest releases, **Mr. Do's Castle.** In **Mr. Do's Castle** you control **Mr. Do** to exterminate all the monsters after dropping a block by using a hammer, skillfully drop the monster into the hole, then drop the block onto the monster, and you can exterminate it. You can also exterminate the monster, by dropping a block onto it while it is walking.

Only **Mr. Do!** can move the ladder. . . If **Mr. Do** has been held between the two monsters, you can let him escape by dropping a block. The last monster will change and split into the blue monsters after 30 seconds, then after another 30 seconds the blue monsters will split into double monsters.

This exciting and challenging game is experiencing top play on locations.

Coinco Accessories For Casino Games And Counter Top Video Games

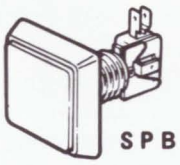
Coin Acceptors has a large selection of accessories available for the new counter top video games as well as equipment for all types of games.

Mr. Al Fraser advised: "Coinco has an abundant supply of single price coin operated front plates, over/under games doors, miniature games doors, standard width games doors, acceptors (token or coin), custom wiring harnesses, illuminated push button switches (stock colours and sizes or custom) and an assortment of cash boxes."

Coinco Branches are strategically located across the United States and Canada.

For further information please contact:

- Al Fraser, Coin Acceptors Canada, 868 Progress Ave., Scarborough, Ont. (1-416-438-6314)
- or in the U.S.A. Ken Hoffman, Coin Acceptors Inc., 300 Hunter Ave., St. Louis, M.O. (1-314-725-0100)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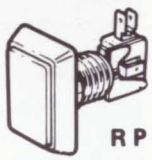
MSPB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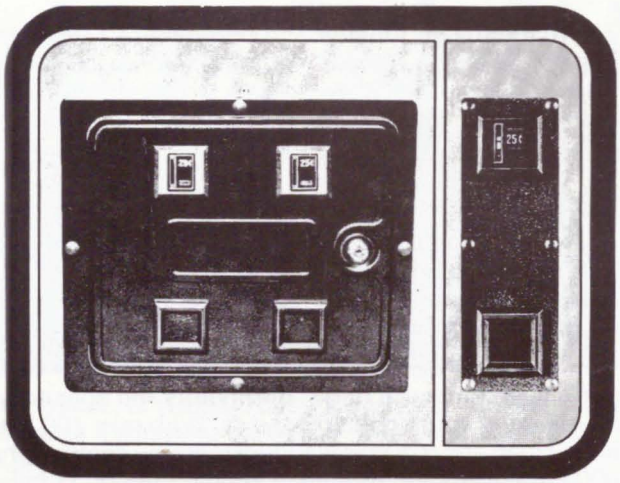


CPB

MPB

Now A Real Major Shooting Gallery For Locations With Small Budgets

Re-live the days of the "Wild West" and the opening of New Frontiers with the travel of the stage coach.

Every modern-day cowboy and Indian can experience the chase and pursuit of the stage coach with eleven targets.

Imagine the ride through the Badlands being chased by fearless riders who fall from their horses when hit.

The eleven moving targets would be a challenge to any rifleman from "Custer's Company B".

Hear the bugle charge of the cavalry off in the distance; hear the "hootin' and hollerin" of the Indians in the fullness of stereo.

John Wayne wouldn't pass up the opportunity to draw a bead on this target.

The giant screen is new and it is different in dimension. The continuous reel of the picture projector gives added depth and dimension and realism behind the target. You sense the presence of Badlands. The sounds of the horses' hooves and the wheels of the stage coach turning on the dusty trail come alive.

"So, c'mon pardner" — don't wait until you see the whites of their eyes; **start shooting.**

Contact:
American Arcade Specialty Co.
525 1st Street
Rock, Island, IL 61201

Taito's President And Founder, Michael Kogan Dies

Michael Kogan, founder and president of **Taito Corp. of Japan** (the parent company of Taito America Corp.) died February 5. **Kogan,** who lived in Japan, had been hospitalized in the UCLA Center for Coronary Diseases since the end of 1983. He was 64.

Kogan was raised in Harbin in northeastern China, and studied economics at Waseda University in Tokyo. After a business career in China that ended with the Communist takeover, he settled in Tokyo in 1947. He founded what eventually became the **Taito Corp.** and was active in the fledgling amusement industry of postwar Japan.

Under his leadership, Taito Corp. became one of the world's largest manufacturers, distributors and operators of coin-operated amusement machines. With over 100 branches in Japan and 9 overseas subsidiaries, the company had 2,000 employees and estimated annual sales of 33 billion yen in 1983.

When Taito was first established, the Japanese economy was still in post-war shambles and confusion. Nevertheless, with the foresight and acumen that was to characterize his career in the following decades, Kogan was convinced even then that the fledgling amusement machine industry in Japan had tremendous growth potential.

Jukeboxes, used by the U.S. Occupation Forces at that time, became the first major product handled by the young company, to be succeeded by a long line of amusement devices that included pingames, bowling games . . . eventually leading to their own manufacturing operations and direct-from-American-factory representation of some key lines like Seeburg.

If success is measured by power, wealth, prestige, as well as by the number of true friends a man collects along life's road, Mike Kogan was clearly one of the most successful figures in the coin amusement industry. His route operations, distributing businesses and manufacturing facilities planted the Taito flag on four continents. While his firm is often lauded first as the developer of "Space Invaders", he was always an operator at heart.

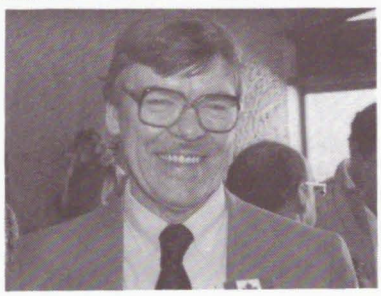
A pioneer in the battle against video game piracy, Mr. Kogan's efforts were rewarded in 1982 when a landmark decision providing copyright protection for "Space Invaders" was made by the Tokyo District Court. This set a precedent for subsequent prosecutions against copyright infringement all over the world, effectively curtailing piracy. He was a member of the International Copyright Committee at the time of his death.

Kogan is survived by his wife, Asya; his daughter, Rita; and his son, Abba, who is president of Taito do Brasil in San Paulo.

"Super Glob" Conversion Kit For Old Pac-Man Games Offers A Money-Back Guarantee

Dist'd In Canada By Dale Dist'g

"Our Magic Conversion's "Super Glob" conversion kit for old Pac Man games has been doing $125. to $175. on many locations," said Kevin McIntyre.



Mr. Dale Johnson of Dale Dist'g Richmond, B.C. is Canadian Distributor for "Super Glob" conversion kit

Distributed in Canada by Dale Dist'g of Richmond, British Columbia, and it's a "special edition" of Magic conversions' **'Glob' kit,** tailored especially for 'Pac-Man' uprights and cocktails, which offers two "extras" apart from the game itself: 1. a low $495. purchase price and 2. a money back guarantee if the operator is dissatisfied with its performance in the first two weeks of on-location operation.

"The "Super Glob" which is shipped directly from Canada is an exciting conversion for old **"Pac-Man"** games, and it can be used to get Pac-Man games, which have already been productive, to continue to make money.

The kit costs $495.00 and it includes side decals, a header glass, a monitor glass, a front panel overlay, joystick, buttons, and a printed circuit "subboard" and ROMs (which fit into the Pac-Man board hardware.)

"Considering the kit's price, an operator should recognize the game will produce adequate ROI within a couple of weeks", McIntyre said. "We will take the game back up until about 2 weeks after the operator has put it on location."

With this CHEXX Hockey game are left Mr. Steve Bernstein and right Mr. Ralph Coppola of "Ice" Manufacturing

Mr. Maceli, of ARDAC Coin changers with Mr. Kay Chiba of Bonanza Enterprises, the far East Distributor for Ardac Changers since 1971

Mr. Barney Feldman and Mr. Gene Tayler of RAND of Phoenix with their coin operated water and Air Vend Machines for car service stations.

Right is Jake Kremsk of Game Technology with Roger Williams of Bumper Shuffleboards Co. with their new "A" Shuffleboard which can have 2 or 4 players at once with 25¢ play per person, a large seller in legions and bars.

Beside Williams "Star Rider"...their new laser game...are Mr. Joseph Dillon, V.P. and Mr. Ron Crouse

Mr. Dick Heber of O-SUN CO....MANUFACTURERS of theme games for children of Thiensville, WI.

Magic Conversion System™ Presents

New Game — "EEEKK"

This is a new conversion game with exciting colorful graphics with 30 different phases. You can watch the lightning flash, look out for "the witch", look out for "the ghosts", look out for "the bats"!

The Conversion Kit contains:
(A) Header **(B)** Monitor Glass **(C)** Front Panel Overlay **(D)** License **(E)** P.C. Board **(F)** Harness **(G)** Joystick **(H)** Buttons **(I)** Schematics & Instructions.

This game is also Fully Interchangeable.

Manufactured by Magic Conversion Co., 401/461-9389
Distributors:
Eagle Conversion Co.
Providence, R1
401/274-0544
also
All Rowe Distributors NATIONWIDE

STERN SEEBURG GREAT GUNS

Has Many New Features

Quantity shipments have begun on **GREAT GUNS, Stern Electronic's new twin woodstock video game.** GREAT GUNS is a one or two player gun game with all the player appeal of gun games of years past and present — plus many new features.

A variety of target scenes are progressively offered to the player. A total of nine tantalizing scenes are possible depending on the player's skill in shooting. A fixed number of bullets are made available at the start of each game (number of bullets are adjustable). When two (2) players play, a bonus of additional bullets is awarded each player. Additional bullets are awarded to players through skillful shot scoring. Target "hit zones" are adjustable in size from "easy" to "medium" to "difficult". Tantalizing and realistic audio sounds to match target scenes.

SPECIAL OPTION ACCESSORY — GREAT GUNS can be supplied with a "Skill Return" feature which will return players coin or token in obtaining a preset score (adjustable).

GREAT GUNS a game for ALL LOCATIONS and ALL SEASONS — SIZED for the STREET.

For further details on GREAT GUNS, contact your local Stern distributor or contact
Stern Electronics,
700 Chase Avenue, Elk Grove Village, Illinois 60007
Telephone 312-981-9600.

Mr. Emil Marcet, Mr. Bill Nemgar, & Mr. Charles Milhem all of VALLEY MANUFACTURING, manufacturers of Coin operated pool tables since 1945.

Mr. Gary Godfrey with Mr. Bud Johnston of J.F. FRANTZ MFG. Manufacturers of "All Mechanical games.

Jerry Machie of ACE NOVELTY CO. Suppliers to game redemption centres represented in Canada by Specialty Mfg. Co., Burnaby, B.C.

Mr. Sam High of Skee Ball Mfg., A classic regulation sized ski alley with ticket dispenser.

In the AUTOROVO Kiddie Ride Booth are Mr. R.J. Voss & Mr. Benny Voss.

Mr. Frank Finneran and Mr. Tom Herrick.

Atari Introduces Cloak & Dagger™* Kit

The spy business may never recover from the antics of Agent X™ in **CLOAK & DAGGER**, a new coin-operated conversion game from Atari, Inc. The new conversion kit will allow operators to change these games: **Defender, Stargate, Robotron: 2084, and Joust**.**.

"With the financial constraints operators are facing now, we have decided to expand our product offering to include kits in order to meet their immediate needs," said **Jerry Marcus**, executive vice president of sales for the games division. "Our purpose is to supply operators with the most cost-efficient means of extending the life of their older games and bring a wide base of low-earning machines into renewed profitability. Our operators' success is, after all, our own success."

In a related matter, Universal Studios will release a movie called **CLOAK & DAGGER** in Summer, 1984. It will feature Agent X as one of the main characters, and the movie will feature actual play from the Atari game.

CLOAK & DAGGER is an explosive conversion because it is really an explosive new game! Agent X is on a secret mission to retrieve stolen plans and destroy dastardly Dr. Boom's subterranean bomb factory. The masked hero descends floor-by-floor to the depths of Dr. Boom's lab in a special elevator.

As Agent X exits from the elevator, he must make his way quickly — but carefully — across the screen to another elevator on the other side. Each floor presents him with a configuration of conveyor belts moving green unarmed explosives which he can pick up to earn points and red armed explosives that prove deadly on contact.

At the center of the screen, a giant bomb is ticking down the game seconds for each level. Agent X can light the fuse in a rush for bonus points but must be able to make his escape into the elevator before the bomb ignites.

What follows is actually a madcap video cartoon! As Agent X begins to descend, he "mugs" for the player by making one of several amimated gestures. His expression corresponds to player performance to reflect the experience in game play they've just come through together! A message flashes across the elevator to give helpful hints on the next go-around.

Dr. Boom has placed explosive mines on every fourth floor. However, if adept, Agent X can pick up a Secret Map Box on each of the three preceding floors which gives him one-third of the safe pathway across the minefield.

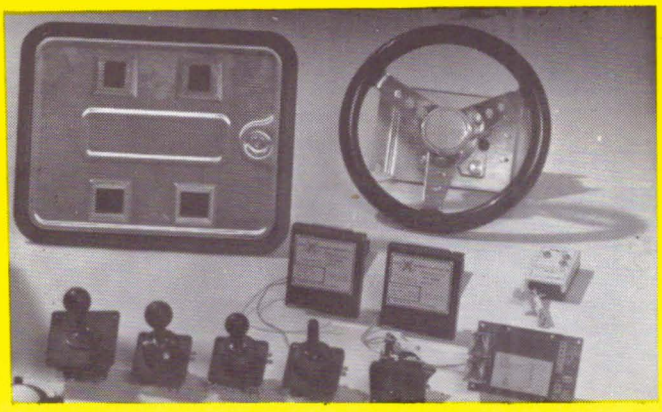
Once Agent X succeeds in descending to Dr. Boom's lab, he must retrieve the Top Secret Plans which are surrounded by an electricl arc and guarded by super robots. Plans in hand, he must work his way back up through the levels.

At the very highest level, it is rumored that Agent X will encounter the notorious Dr. Boom himself and catch a glimpse of the contents of the plans. Mission accomplished. Over and out. Who was that masked man, anyway?

The CLOAK & DAGGER Kit — available in two forms — includes all the game printed circuit boards, control mechanisms, other hardware, graphic materials, and instruction manual needed for easy convertibility. The first kit can be used to retrofit **Defender** with the RF cage mounted to the inside of the cabinet.

The second kit can be used for conversion of **Stargate, Robotron: 2084, and Joust** with the RF cage mounted to the back door.

New Free Catalog By Suzo Trading



Suzo Trading Offers New Free Catalog

With over 20,000 items for this industry **Mr. Leo Suverein of Suzo Trading Co. of Rotterdam, Holland has introduced a new catalog with over 20,000 items.**

Mr. Suverein advised "This is the world's largest assortment spare parts for music, video and gambling games. We give world wide service and we will ship all orders in less than 48 hours. There are over 250 pages of information and data on parts and supplies needed for the many various video, pinball, music and gambling games in this industry."

Send for free catalog to:
Suzo Trading Company BV
Pieter de Hoochstraat 40
Rotterdam, Holland
Tel.: 0031-10 76 63 99 — Telex 24392

on the Move

Dynamo Appointments

Kathy Brainard

Art Gallagher

Dynamo Corp. has announced two appointments to the company's Sales and Marketing Divisions.

Kathy Brainard has been named Director of Marketing Promotions, a position which includes the organization and implementation of **Dynamo's nationwide tournament and league programs for both table soccer and pool.** She will also be responsible for the company's public relations.

Prior to joining Dynamo, Ms. Brainard held the position of News and Feature Editor at RePlay Magazine. Her experience in the industry also includes three years as Promotional Coordinator at Tournament Games in Seattle.

"We're very pleased to have Kathy at Dynamo," commented **Mark Struhs, V.P. Sales and Marketing.** "Her knowledge of all levels of the industry — player, operator, distributor and manufacturer — should prove invaluable in the development and growth of our promotional programs."

As a player, Ms. Brainard has earned Master status on the professional table soccer tour. She is co-author of **"The Complete Book of Foosball."**

Art Gallagher has been appointed Southwest District Manager. He first joined Dynamo in December 1982 as Manager of the Office Supplies Division. In his new position, Art will be working closely with Dynamo's Southwest distributors on the introduction of Dynamo's pool and soccer tables in their markets.

"I'm very enthusiastic about this sales program," stated Art. "I've always felt that personal contact is the best way to sell anything. That's what I'm doing now and that's what I like best."

"The response to this new sales program has so far been very positive," commented **Bill Rickett, President.** "Art will be spending one week with each of our Southwest distributors and will assist their people in contacting the operators. The results to date have been encouraging and eventually we hope to expand the program to other parts of the country."

International Game Technology Appointment

Brad King

International Game Technology, IGT, announced today the appointment of **Brad King as director of amusement sales.**

Mr. King will be responsible for all development and sales of IGT's new line of amusement products.

Prior to joining IGT, Brad King was the branch manager of Circle International's San Diego office. Prior to that, he was a sales representative at Sega Electronics in San Diego.

King was born and raised in Cincinnati, OH. He has a bachelor's degree from the University of Cincinnati in speech and communication. His wife, Erica, is a geoscientist.

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P.O. BOX 946
PARAMOUNT, CA 90723
7263 E. ALONDRA BLVD.
PARAMOUNT, CA 90723
TEL:(213)531-4085
531-4089

Mr. Steve Chiang of Mustad Corpn. is shown with the full line of supplies for the industry is seeking Canadian Distributors.

Williams new TRIPLE/STRIKE Bowling Game

Mr. Jack Claire of MOVIE HUT INC. with the New "Check-Your-Pulse" Machine.

Mr. Tom Leon of NORTH AMERICA AMUSEMENTS, KIDDIE RIDES, & ARCADE GAMES with Mr. Richard Taft of TAFT Enterprises

Miss Cheri Cieslak of Brandt Money Systems with the new currency counter.

Mr. R. Schlup, CAROUSEL INT. Kiddie Ride Manufacturers.

Mr. Paul Henrikson of AIR-SERO with Mr. & Mrs. J. Decus Air Serv is a coin - operated tire inflator for service stations

In the DYNAMO POOL TABLE Booth shown are Centre Mr. John Lee, V.P. of Bally Midway, with left, Mr. Mark Struhs and right, Mr. Bill Ricketts both of Dynamo

John Wood and M. Anapolksy of SALLY INDUSTRIES-MANUFACTURERS of the popular animated animals.

The American Lock Booth displaying the padlocks and CAM Locks for coin operated games which are distributed across Canada in Ontario & Quebec by Lauderdale Sales, Islington, Ont. and K.L. Barry & Assoc. North Vancouver, B.C.

Mr. Pierre Bourgault of SIMPLEX, Sherbrooke, Que., Centre is Miss Shelly Duncan of SHELRON LEASING of Toronto, Ont. with Dan Goulet of ABC Amusement, St. Therese, Quebec standing beside Digital Controls new "Cowboy Casino"

Mr. Bob Breithis, Sales Manager of STERN MANUFACTURING with Mr. Ed Kuscevich of United Executives

on the Move

Digital Appointments

Mike Macke has assumed the role of chairman of the board at **Digital Controls.** The countertop game manufacturer started the amusement-only video card game market with its **Little Casino.**

Jack Mittel will be a consultant to **Digital Controls,** a countertop game manufacturer in Atlanta. Mr. Mittel, formerly president of **Taito America,** will also join the Digital Controls board of directors. According to Digital Chairman Mike Macke, Mittel "will help to establish the company's distributor network and provide needed experience in dealing within the industry."

Mr. Ron Crouse & Miss Nancy Goodwin beside Williams Manufacturing "Star Rider"

Mr. George Braverman & Miss Elen Cappola of Amusement Technology Kiddie Rides of Ashbury Park, N.J.

Appoints New Executive

Continued from page 8

either of wrong doing or guilt. It's a show of weakness and will be taken advantage of."

Mr. Fromm went on to say: "Will members of this Association abide by all the bylaws?... Not if there is money to be made, and that causes even more problems. This Association can't control everybody in this industry. In North York bylaws can't be upheld — there are operators who've been going on operating without a licence for two and a half years. If they are caught it's a $50.00 fine, and that's not control... They are split too."

Bill Rosenfield and Harry Gordon thought differently — even if there was an element of unfairness they felt it was better to make a few small sacrifices rather than be caught up in the expenses of litigation and very possibly lose a great deal more overall.

Mention was also made of regulations regarding the placement of games in premises controlled by the Ontario liquor control board. The city bylaws state one game per 10 square metres of area, by LCBO regulations 1 per 5 square metres. It was noted that if problems cropped up — locations were responsible and trouble could ensure for them this, so operators should treat these locations with respect paying attention to all details of the laws.

Gary McIntosh (Atlas Coins — Kitchener Manager) reported that the Association had got involved early with proposed bylaws in his city which would do such things as only permit Arcades to open at 2 P.M., and these matters would finally come before the council on the 10th of April. By obtaining an early draft of the bylaw the M.A.A.C. was able to seek out the city's legal and other representatives and make known its views on the proposals.

Mr. McIntosh said that

"Bill Rosenfield had made a masterful presentation, producing supreme court decisions which had previously dealt with and pronounced upon matters in the proposed bylaws. As a result many of the proposals if passed would automatically be illegal.

The City Solicitor and most other authorities had proven very attentative and co-operative and the new bylaws would as a result be altered or amended in view of the present legal position... Only then would they go to council for passage into Bylaws.

The meeting ended at about 10:45 P.M. giving way to further discussions of the industry over drinks in other rooms of the Constellation Hotel. The turnout would certainly have been better had not bad weather and freezing rain been present.

Shelron Corp.

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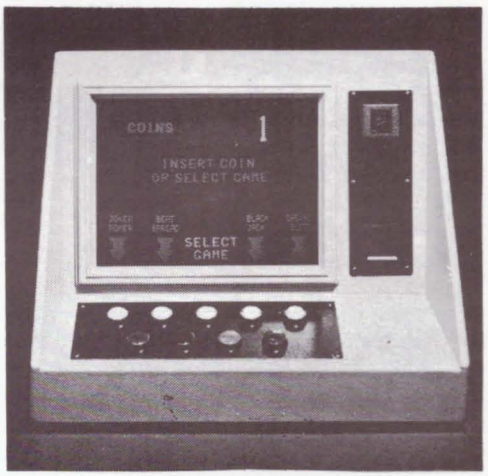
Lease Of The Month



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$152.00 Per Month (Plus PST)

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Shelron Corp.

2380 Dunwin Drive, Mississauga, Ont. L5L 1J9

New Four-Player Pinball "Kings Of Steel" By Bally Midway

Today's marketplace is your arena. Prepare for the challenge. Arm yourself with **Kings of Steel.**

In the tradition of **Eight Ball Deluxe** and **X's & O's, Kings of Steel** heralds an improved version of the ever popular playing-card theme. Playfield features, sounds, graphics, and quality construction give you a flipper game with superb "feel" and profit-making dependability. Compare its features, talk with your Bally Midway distributor and arm yourself with **Kings of Steel.** Then take on the marketplace . . .

Conquer top rollover buttons for a mini-straight. Score all four for saucer advance and specials.

Duel the Deuces. Each target scores 3000 points. Hit all three and award the lit value.

Duel the Drop Targets. Test your skill on the sequencing drop targets. Build your hand toward the winning combination of Four Kings and Ace Special.

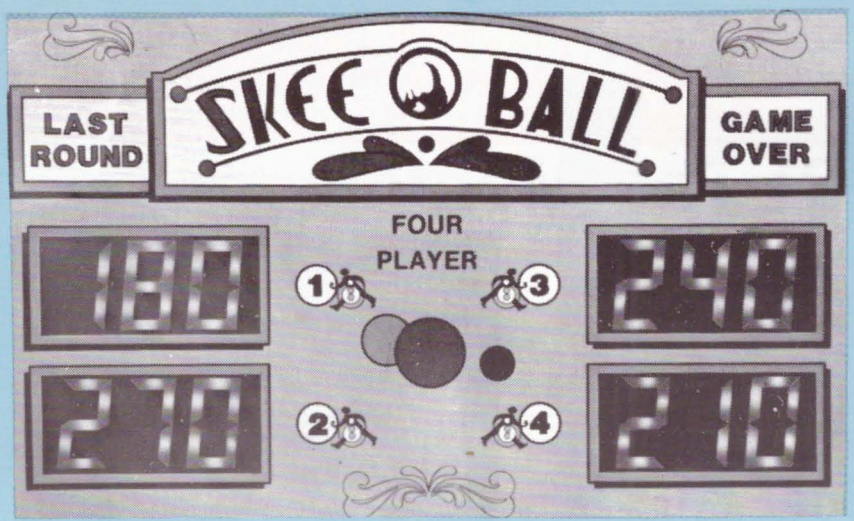
Triumph with Three, Hit Threes target for lit value. Also puts center wheel scores into rotation.

Center target feature scores 3000 points or lit value. When activated by hitting the Threes target, center target stops the score wheel and awards that value.

Contact your Bally Midway Distributor or:

BALLY MIDWAY
10601 W. Belmont Ave.,
Franklin Park, Ill. 60131
(312) 451-9200

New Four-Player Skee-Ball Increases Player Traffic And Operator Profits



Skee-Ball Inc. has introduced Four-Player models of its **Skee-Ball** and **Mini Skee-Ball games.** Designed to increase player traffic in less floor space, Four-Player Skee-Ball offers a more competitive challenge to players, and increased profits to operators.

To stimulate extra play and interest, Skee-Ball has added new graphics with four score-readouts and brighter colors to both the games' display panels and playing surfaces. Available in standard green with ivory trim or orange with bright yellow trim, Skee-Ball and Mini Skee-Ball models are constructed of weather-proof plywood and heavy-gauge steel to ensure durability and long-lasting, good appearance. Both are equipped with coin mechanisms that can accept a wide variety of coins or tokens, and coin boxes made of welded steel to prevent easy entry.

Audio Sound

The Four-Player Skee-Ball models are also available with audio capabilities. The audio tracks include different sounds for each scoring pocket, gutter balls, free games, high-score winners, and perfect-games.

For additional information, contact **Skee-Ball Inc., 8th & Maple Streets, Lansdale, PA 19446; (215) 362-0300.**

Top Security Provided By Chicago Lock's Ace II™ Locks

Chicago Lock's New Technically refined ACE II™ Tubular Lock provides top security because it is produced through a patented, precision process; the ACE II™ provides a level of security unavailable in other tubular locks. In addition to higher security, the ACE II™ offers the convenience of operation with your present registered key series.

So if you are thinking of changing locks, change to ACE II.™ Don't compromise your security by revealing your ACE® registered key series to a third party. Your registered key series is a vital part of your security chain. Keep it intact! Chicago Lock maintains thousands of codes in strictest confidence for the exclusive use of our customers.

Write or call for the facts on the new ACE II™.

Real "5 Card Stud" With SMS Mfg. "Showdown"

"SHOWDOWN" is the 1st of a comprehensive line of new game modules currently under development by SMS.

1. Hi-Low Double-Up Joker Poker
2. Black-Jack
3. Baccarat
4. And now . . . "SHOWDOWN" real "5 Card Stud!"

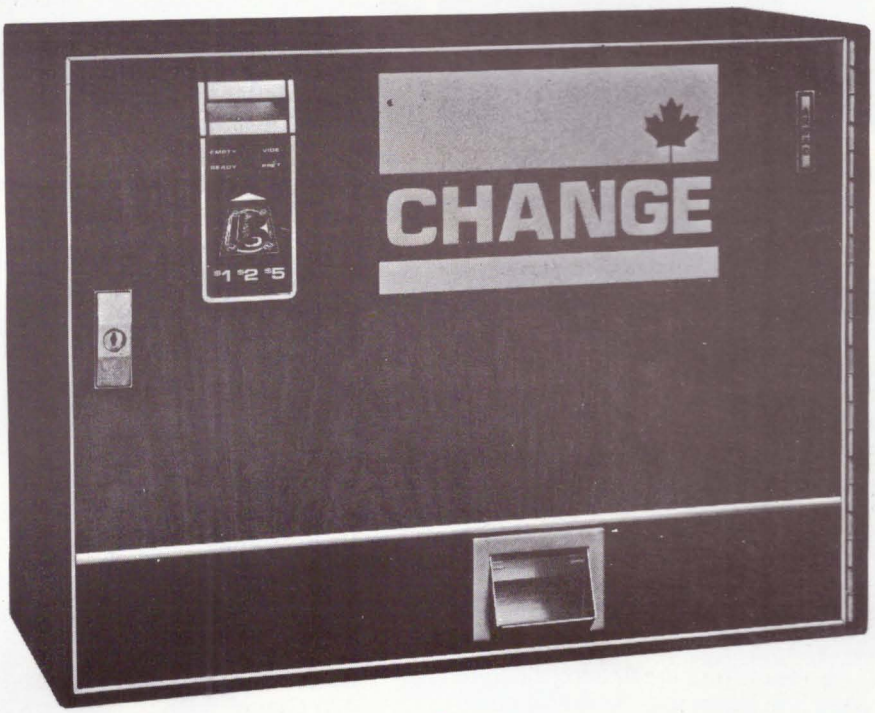
"SHOWDOWN" is a fast paced, easy to understand game that allows a player to "raise" on each card. An exciting change of pace.

HOW TO PLAY

1. Player makes initial "play." 1st two cards are dealt.
2. Player then can "raise" again up to "initial play" then is dealt one more card.
3. Player can repeat this process on each card until all 5 are dealt.
4. Player can fold at anytime.

"The "Gran Prix*" unit you buy now can be easily modified in the future by "plugging in" the game module of your choice.

Contact for Data:
SMS Mfg. Corpn.
3 Broadway,
Point Pleasant Beach,
N.J. 08742



Ardac's $1, $2, and $5 bill changer. For people whose needs are subject to change.

Now Ardac has a bill changer that allows you to accept ones, twos, and fives. And, if your needs change, the unit can be easily re-programmed to accept any other combination of these bills. It's that simple.

Ardac's $1, $2 and $5 bill changer. Few things are so willing to change.

ARDAC 34000 Vokes Drive, Eastlake, Ohio 44094 216/951-3440

ELECTRONIC INDUSTRIES CORPORATION
10 RONSON DRIVE, REXDALE, ONTARIO (TORONTO) M9W 1B2. TEL: (416) 247-2171

Games Of Tomorrow "Kingpin" Video Bowling Game

The all new 2-in-1 Kingpin Skill-Play Video Bowling Game Players enjoy their choice of 2 Skill Bowling games — KINGPIN and Tournament Bowling.

KINGPIN is the new 5-alley skill bowling game that offers all of the excitement of cards without any of the complications.

While the pins are flashing different colors, the player tests his skill at bowling winning combinations. Didn't make it the first time? Bowl again re-setting those losing lanes. Score a winner and try your luck at Double-up.

Four Players Can Play At Same Time

TOURNAMENT BOWLING challenges 1 to 4 players to a traditional 10-frame game. Designed for tournament competition, players are ranked by score after each frame. The high-scoring pros then enter their initials in the KINGPIN Hall of Fame.

Operators can replace those long-alley bowling games and earn more income in less space.

Features Are:

- Full 13" color monitor, with Rapid Feed Double Coin Chutes.
- There is Double-up option, with Accounting screens.

Contact:

GAMES OF TOMORROW, INC.
25 Hutcheson Place
Lynbrook, NY 11563
(516) 593-5050

Data East's "TAG TEAM WRESTLING" With Vivid Pictures

Tag Team Wrestling creates great excitement as you try your hand at defeating the "MAD MAULER" team. You start out knocking off the wrestlers one by one. A "power bar" shown on game screen shows the power each team has. To regenerate the power one must tag his own team member.

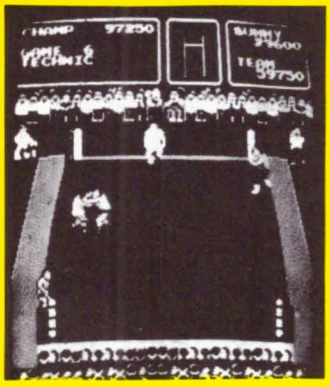
You can try all your wrestlng moves. . . drop kicks, hammer locks, nelson, wrist locks, pile drivers, etc. etc. to help your team win.

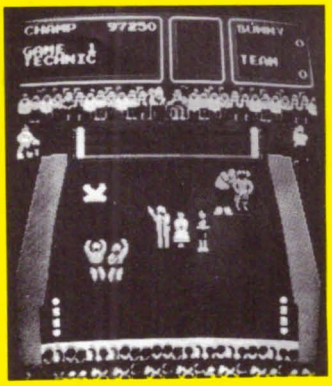
Exciting Sound Of Wrestling Event Involves Player

The roar of the crowd, the yelling of the umpire who counts the losing wrestler out when his shoulders are pinned. . . creates intense excitement for the player. When the wrestlers are thrown from the ring. . . and people from the audience climb into the ring arguing. . . all this adds to the fray and turmoil of a life-like wrestling match.

For further data on this 'hands on' player involved video game, contact your Distributor, or:

Data East USA, Inc.
470 Gianni St.,
Santa Clara, Ca. 95050





Game Plan "Sharpshooter II" Top Pin Game

One of the highest-earning pinballs ever produced, 'Sharpshooter,' has returning to the industry in the form of 'Sharpshooter II' from Game Plan, Inc. of Addison, Ill.

According to company executives Wendell McAdams and Hugh Gorman, this extremely popular unit of yesteryear offers exciting play action and optimum player appeal. Prominantly featured are beautiful new graphics, enchanting sound and a lightning fast playfield that those at the company say are designed to generate substantial operator profit.

Mr. Hugh Gorman advises that: **Sharpshooter II** "slowly but surely is gaining national exposure & momentum and attaining the position as one of the top pin game currently availiable to the trade.

Tests on location are excellent with "Sharpshooter" among the top 3 in many locations".

'Sharpshooter II' is available through factory-authorized distributors. For more details, contact Game Plan, Inc. at 1515 Fullerton Ave., Addison, IL 60101; call 312/628-8200; telex: 20-6098.

In the Greyhound Electronics Inc. booth which displayed both upright and countertop card games are Mr. Jo Subeo, Mr. Brian Petaccio, Mr. Ben Santucci, Miss Mary Anne Todd, Mr. Thomas Ricci, Mr. Frank Sommers, & Mr. Peter Coulus

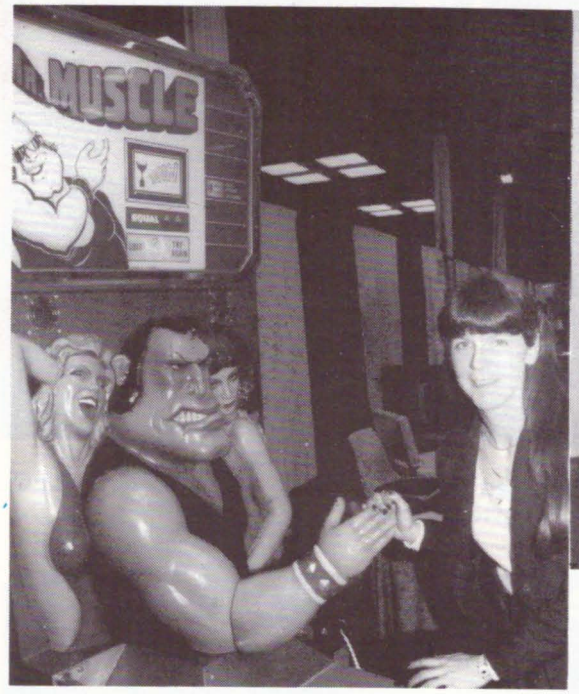
Mr. George Matt & Mr. Jim Sneed of KURZ-KASCH ELECTRONICS, Dayton, Ohio.

In the Coin Control booth are Mr. Frank Happ, Mr. Ralph Orlowsk, & Mr. David Johnson who is the Canadian Distributers for Coin Controls.

Mr. Paul Jacobs & Mr. John Barone of EXIDY MFG. beside their popular "CROSSBOW" Shooting Game.

Mr. Ed Rhodes & Mr. Peter Zack of CHICAGO LOCK CO. suppliers of locks to the industry for over 60 years.

Mr. Paul Siegel& Mr. J. Demarsico of THE GREAT AMUSEMENT EMPORIUM, distributors of full lane parts and supplies for the coin operated game industry.

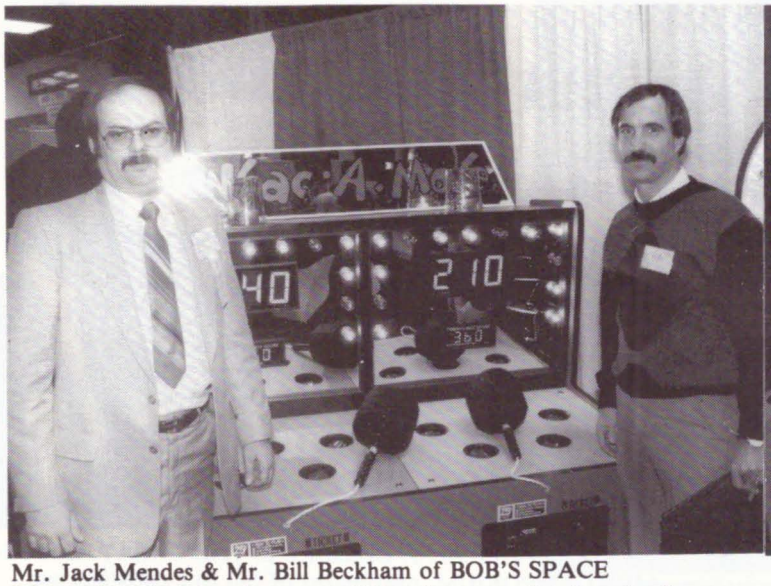


Miss Betsy Glennon in ZAMPERELLA Booth with the coin operated Westler Machine.

Richard Prock,Manager, and Gus Paglia, Assistant, at EAGLE CONVERSION CO., Providence, R.I. displaying their new game EEEKK!! and conversion game converting an old Pac Man into the new game "EEEKK"

Mr. Ken Masse & Mr. Dan Masse of TOWN & COUNTRY GAMES & VENDING large operators from Windsor, Ont.

Mr. Wayne Cunningham in the STANDARD CHANGEMAKERS Booth with Mr. Jim McNutt Jr., Mr. Jack Ewall, & Mr. Jack Duggan. The new computer controlled changers change $1., $2. & $5. dollar bills



Mr. Jack Mendes & Mr. Bill Beckham of BOB'S SPACE RIDERS INC. (Manufacturers of Novelty games for Arcades & Parks) standing beside their "Whack-A-Mole" Game

Mr. Lee Rosenweig of Rock-Ola Mfg. Co. beside their new "490 Super Sound" Jukebox

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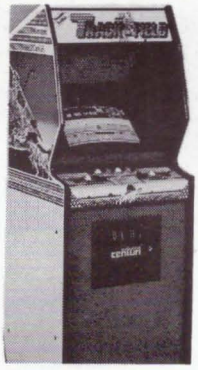
"Rock-Ola's Phone 490"

Bally Midway's "Spy Hunter"

Bally Midway's "N.F.L. Football"

Cinematronic's "Dragon Lair"



Centuri's "Track & Field"

Call us for special prices on clear outs, for new and used equipment!!!!!!

Gameplan's "Sharpshooter II"

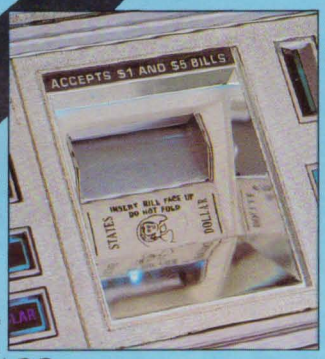
Exclusive Distributors in Western Canada For Rock-Ola Phonographs

WE TAKE TRADES — SPECIAL CASH PRICES

"Good Equipment — Good Deals — Good Prices — Good Service"

STAN DONS — PRESIDENT FRANK TREMBLEY — GEN. SALES MGR.

THE NEW BANDBOX. THE PHONO WITH A BIG APPETITE FOR BIG BILLS.



BILL ACCEPTOR STANDARD.

It's the only phono in the industry equipped with $1 and $5 bill acceptor as standard. And it sure does gobble up the green! On-location test results show increased income ranging from 21% to 100% just one week after these bill acceptors were installed. Thanks to increased overplay and the greater flexibility afforded by encouraging more plays with special offers. ☐ With costs increasing every day, the bill acceptor also provides inflation protection. So it's the ideal phono for you to use as a door opener for new locations; as protection to keep competitors out of present locations. ☐ Service problems are minimized, as well. If the coin acceptor fails, the customer can use bills and vice versa. And, of course, requests for change are minimized. ☐ Best of all, our new music maker is a symphony of stereo sound with star quality beauty. Its large lower speakers handle the bass at high efficiency without feedback. Its two mid-range high frequency speakers are placed near ear level to provide the best projection. And the BandBox's looks visually support its exceptional stereo sound reproduction. With Hawaiian Rosewood wood grain vinyl sides, gold upper and lower doors, lower grilles of steel with chrome plated medallions, and upper grilles of anodized aluminum. ☐ Incorporating a central control computer, pricing is easily changed, credit levels are expandable, and Autoplay and Memorec are built-in. On rare occasions when service is required, it's simplified with all front accessibility, trouble shooting charts, LED readouts and modular components. Of course, our unique 5-year warranty covers all moving parts and all electronics carry a 2-year warranty. ☐ Make a play for bigger profits! Audition the BandBox today. Contact your Rowe distributor or call us directly.

ROWE®

Rowe International, Inc.
Subsidiary of Triangle Industries
75 Troy Hills Road, Whippany, N.J. 07981.
(201) 887-0400

LANIEL AUTOMATIC

**151 Ch. Rockland Rd.,
Montreal H3P 2W3
(514) 731-8571**